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February 10, 2017

TO: Each Supervisor

FROM: Barbara Ferrer, Ph.D., M.P.H., M.Ed.
Director

A handwritten signature in blue ink that reads "Barbara Ferrer".

SUBJECT: **REPORT ON VISION ZERO IN LOS ANGELES COUNTY**

On October 4, 2016, your Board directed the Department of Public Health (DPH), in consultation with the County's Healthy Design Workgroup and in coordination with several County Departments, to analyze data related to traffic collisions for unincorporated County areas and report back on potential strategies and actions to implement a Vision Zero initiative for the County unincorporated areas. The attached report details the strategies, actions, and next steps that would strengthen the County's ability to prevent traffic deaths and severe injuries in unincorporated areas. It is the product of collaborative efforts of the Departments of Public Health, Public Works (DPW), Regional Planning, and Health Services; Fire Department; Sheriff's Department, Chief Executive Office, and the California Highway Patrol (CHP). Below is a summary of the report.

Background

Motor vehicle crashes (MVC) are a serious public health problem in the United States (U.S.). Compared with 19 other high-income countries, the U.S. has the highest rate of motor vehicle crash deaths, 10.3 traffic deaths per 100,000 population. The problem is getting worse; traffic deaths increased 7.2 percent nationwide and 2.4 percent in California between 2014 and 2015. Early estimates of traffic deaths for 2016 indicate a continued increase.

"Vision Zero" is a strategy that aims to reduce traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all. Vision Zero sees traffic deaths and injuries as predictable and preventable, and creates goals, measurable objectives, and timelines for eliminating them. These strategies include engineering, enforcement, education, engagement, and evaluation approaches, which require collaboration between sectors including public health, public works, communications, law enforcement, and community stakeholders. The cities of Los Angeles, San Francisco, New York, Portland, Seattle, and Chicago have established Vision Zero initiatives during the past five years.

Preliminary Data Analysis and Challenge Areas

The report provides preliminary analysis of collisions occurring on unincorporated County roadways during a five-year-eight-month period (January 1, 2011 to August 31, 2016). Analysis was based on DPW's Collision Geodatabase, which includes CHP collision data. During this period there were 63,067 distinct collisions, with 1,429 involving at least one severe injury and 300 causing a fatality. 1,566 people were severely injured (six percent of victims) and 333 were killed (one percent of victims). Collision heat maps show a concentration of pedestrian-involved fatal and severe collisions in the southern part of the County in dense urban centers, motorcycle-involved fatal and severe collisions along rural mountain roads, and both bicycle- and vehicle-involved fatal and severe collisions throughout unincorporated areas.

The report identifies key challenge areas requiring additional data analysis that will further pinpoint causes and patterns associated with severe injury and fatal collisions, and help prioritize programs and needed infrastructure enhancements as Vision Zero is implemented. Key issues include: unsafe speeds, impaired driving, distracted driving, hit and runs, young males, motorcyclists, and pedestrians. For example, if speeding is found to be a primary issue on a corridor, traffic calming strategies such as roadway reconfigurations, traffic signals, curb extensions, and enhanced speed enforcement, may be possible solutions.

Recommended Strategies and Actions

Implementation of the strategies and actions described in the attached report would establish a process, structure, and timeline for launching a County Vision Zero initiative to prevent traffic deaths and injuries in unincorporated areas. Actions include: developing a steering committee and partnership structure to implement the program; creating a Vision Zero Action plan to identify specific engineering, enforcement, engagement, education, and evaluation strategies; and working to secure funding to implement Vision Zero strategies and actions.

If you have any questions or need additional information, please let me know.

BF:ja

Attachment

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

Report to the Board of Supervisors County Vision Zero Opportunities

Prepared by the Department of Public Health

February 10, 2017

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EXECUTIVE SUMMARY

On October 4, 2016, the Board of Supervisors directed the Department of Public Health (DPH), in consultation with the County's Healthy Design Workgroup and in coordination with several County departments, to analyze data related to traffic collisions for unincorporated County areas and report back on potential strategies and actions to implement a Vision Zero initiative for the County unincorporated areas.

To develop this report, DPH convened four partner meetings with representatives from the Departments of Public Works (DPW), Fire (LACFD), Sheriff (LASD), Health Services (DHS), Regional Planning (DRP), Chief Executive Office (CEO), and the California Highway Patrol (CHP). DPH and DPW collaborated in conducting preliminary data analysis. DPH took the lead in preparing this report, which provides strategies, actions, and next steps that would strengthen the County's ability to prevent traffic deaths and severe injuries in unincorporated areas.

Background

Motor vehicle crashes (MVC) are a serious public health problem in the U.S. Compared with 19 other high-income countries, the U.S. has the highest rate of motor vehicle crash deaths (10.3 traffic deaths per 100,000 population). The problem is getting worse; traffic deaths increased 7.2 percent nationwide and 2.4 percent in California between 2014 and 2015. Early estimates of traffic deaths for 2016 indicate a continued increase.

"Vision Zero" is a strategy that aims to reduce traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all. Vision Zero assumes that traffic deaths and injuries are predictable and preventable, and creates goals, measurable objectives, and timelines for eliminating them. These strategies include engineering, enforcement, education, engagement and evaluation approaches, which require collaboration between sectors including public health, public works, communications, law enforcement and community stakeholders. The cities of Los Angeles, San Francisco, New York, Portland, Seattle, and Chicago have established Vision Zero initiatives during the past five years.

Preliminary Data Analysis and Challenge Areas

The report provides preliminary analysis of collisions occurring on unincorporated County roadways during a five-year-eight-month period (January 1, 2011 to August 31, 2016). Analysis was based on DPW's Collision Geodatabase, which includes CHP collision data. During this period there were:

- 63,067 distinct collisions involving 27,786 victims
- 1,429 collisions involved at least one severe injury

- 1,566 people severely injured (six percent of victims)
- 300 collisions involving at least one fatality
- 333 people killed (one percent of victims)

The report also identifies key challenge areas that warrant additional data analysis. Additional analysis will further pinpoint causes and patterns associated with severe injury and fatal collisions, and help prioritize programs and needed infrastructure enhancements. Challenge areas include:

- *Unsafe Speeds.* Speed was listed as a primary collision factor in 20 percent of fatal and severe collisions on unincorporated County roadways.
- *Impaired driving.* Driving under the influence of alcohol or drugs is involved in only eight percent of crashes, yet is involved in 25 percent of fatal vehicle-to-vehicle collisions and 17 percent of fatal or severe injury collisions across all modes.
- *Distracted driving.* Most parties involved in a collision do not admit to distraction, however the State reports that anecdotal information indicates the number is high. This underscores a need for a coordinated approach to capture information on and to prevent distraction.
- *Hit and runs.* Approximately 25 percent of all crashes involved hit and runs. Although most do not result in severe injuries or fatalities, this indicates a need for behavior changes by motorists.
- *Young males.* Young males comprised a disproportionately high percentage of the party at fault in severe and fatal collisions.
- *Motorcyclists.* 20 percent of fatal and severe collisions involved a motorcyclist. Concentrations of fatal and severe collisions were found on rural / mountain roads, as well as in urban areas where a greater probability of conflicts exist due to higher vehicular densities.
- *Pedestrians.* 17 percent of fatal and severe collisions involved pedestrians; youth under age 19 and people 55 years and over were overrepresented as victims. Concentrations of fatal and severe collisions were found in both urban and rural areas.

Recommended Strategies and Actions

The County team recommends the strategies, actions, and timelines outlined below.

Develop a Vision Zero Steering Committee and partnership structure (February – May 2017). A Vision Zero Steering Committee is needed to guide the implementation of Vision Zero programs and work with your Board to secure long-term funding to achieve Vision Zero objectives. This steering committee should convene under the joint direction of DPH and DPW, and include LACFD, LASD, DHS, DRP, CEO, and CHP. A broader partnership structure should be created that includes regional stakeholders and community partners.

Develop a Vision Zero Action Plan (May 2017 – May 2018). A Vision Zero Action Plan for unincorporated Los Angeles County is needed to identify specific engineering, enforcement, education, engagement and evaluation strategies and timelines. Further, the plan will communicate the strategies and actions the County will prioritize to reduce traffic deaths and severe injuries.

Prioritize interventions and identify future data analysis needs (February 2017 – ongoing).

Vision Zero programs are data-driven and aim to implement context-sensitive solutions for specific problems. Action steps include engaging community partners to “ground truth” safety issues; developing a project prioritization process; and identifying additional long-term data collection and analysis needs.

Develop metrics and targets (June 2017). To gauge the success of this initiative, develop measurable metrics and targets for the County similar to those utilized by the California Strategic Highway Safety Plan which is a government-led statewide safety plan for reducing traffic fatalities and severe injuries on all public roads. The County should establish metrics and a monitoring system to ensure progress toward achieving these objectives.

Develop and implement a Vision Zero Communications Plan (July 2017 – December 2018). A comprehensive Vision Zero Communications Plan that describes innovative and culturally appropriate communication techniques to change behavior around traffic safety is needed. This would include the development of a website, public service announcements, branding, fact sheets, social and digital media, press kits, and would include strategies for ongoing public education and outreach.

Hold a press event to launch Vision Zero (June 2018). A Vision Zero press event would bring attention to the County’s multi-sector campaign to reduce traffic deaths and severe injuries and highlight what the County does and plans to do to address the problem of traffic safety.

Develop a regional approach to messaging and strategy implementation (February 2017 – ongoing). Coordinating the County’s Vision Zero messaging with those of the Los Angeles County Metropolitan Transportation Authority, Southern California Association of Governments, City of Los Angeles, and other jurisdictions would have the greatest impact in creating behavior change.

Develop a cross-agency legislative and policy strategy (January 2018 – ongoing). Strategies to address traffic safety problems may require changes in State legislation, such as automated speed enforcement. The County should coordinate with agencies regionally to explore common legislative and policy solutions.

Promote a culture of traffic safety within the County family (June 2018 – ongoing). The County should help to promote choices that prioritize traffic safety through messaging aimed at the County workforce including messages in County newsletters, on department websites, and on County vehicles.

Secure funding to implement Vision Zero strategies and actions (February 2017 – ongoing). A single County point-person is needed to convene the Steering Committee and to coordinate with community and regional stakeholders. Funding will also be needed to develop and implement a Vision Zero Action Plan, communications strategy, and expand traffic safety efforts.

Conclusions and Next Steps

Implementing the strategies and actions described above and further in Part IV of the attached report would establish a process, structure, and timeline for launching a County Vision Zero initiative to prevent traffic deaths and injuries in unincorporated areas.

INTRODUCTION

On October 4, 2016, the Board of Supervisors directed the Department of Public Health (DPH), in consultation with the County's Healthy Design Workgroup and in coordination with several County departments, to analyze data related to traffic collisions for unincorporated County areas and report back in 120 days on potential strategies and actions to implement a Vision Zero initiative for the County unincorporated areas.

This "County Vision Zero Opportunities" Report examines how Vision Zero could be implemented within County unincorporated communities. The report is organized into four parts:

Part I: Background and Opportunities: Provides an overview of traffic-related fatalities, severe injuries, and key approaches for addressing the problem.

Part II: Preliminary Data Analysis: Describes sources of data that could support a County Vision Zero Initiative and includes preliminary findings analyzing 5-years-8 months of collision data.

Part III: Current County Traffic Safety Efforts: Provides an overview of engineering, education, engagement, enforcement, and evaluation/data programs administered by County agencies and their partners that support traffic safety in unincorporated Los Angeles County.

Part IV: Recommended Strategies and Actions: Based on County staff and partner expertise, this section describes recommended strategies and actions for a County Vision Zero initiative.

Report Development Process

To develop this report, DPH convened four partner meetings with representatives from the Departments of Public Works (DPW), Fire (LACFD), Sheriff (LASD), Health Services (DHS), Regional Planning (DRP), California Highway Patrol (CHP), and the Chief Executive Office (CEO). The goals of these meetings were to: 1) learn about the County's existing traffic safety education and enforcement programs; 2) learn about the County's existing communications resources and best practices; 3) tap County staff knowledge about how to design an effective Vision Zero initiative for unincorporated areas; and 4) get departmental input into this Board report. DPH and DPW also formed a "Core Team," which met every two weeks to prepare for the larger partner meetings and to develop this Board report.

PART I – BACKGROUND AND OPPORTUNITIES

Motor Vehicle Crashes

Motor vehicle crashes (MVC) are a serious public health problem in the United States (U.S.). Compared with 19 other high-income countries, the U.S. has the highest rate of motor vehicle crash deaths (10.3 traffic deaths per 100,000 population). More than three times as many people die in traffic crashes in the U.S. as in the United Kingdom (2.8 traffic deaths per 100,000 population). If the U.S.' MVC death rate was equivalent to the best performing country (Sweden, 2.7 per 100,000 population), an estimated 24,000 lives could be saved annually and an estimated \$281 million in direct medical costs averted.¹

There has been a general downward trend in traffic fatalities in the U.S. over the last decade. This could be related to fluctuations in gas prices and unemployment rates (when gas prices and unemployment are high, people tend to drive less) and vehicle technology that better protects passengers in the event of a collision. Unfortunately, this trend is now reversing. Traffic deaths increased 7.2 percent nationwide and 2.4 percent in California between 2014 and 2015.² Early estimates of traffic deaths for 2016 indicate a continued increase.³

In Los Angeles County as a whole, motor vehicle crashes are the leading cause of death for children five to 14 years old and the second leading cause of death for children one to four years old; young people 15 to 24 years old; and adults 25 to 44 years old. Between January 1, 2011 and August 31, 2016, at least 333 people lost their lives on roadways in County unincorporated areas and another 1,566 were severely injured.⁴ In addition to the tragic human costs, the economic cost of fatalities and severe injuries in Los Angeles County as a whole is estimated at \$1.3 billion dollars.⁵

¹ Sauber-Schatz EK, Ederer DJ, Dellinger AM, Baldwin GT. Vital Signs: Motor Vehicle Injury Prevention — United States and 19 Comparison Countries. MMWR Morb Mortal Wkly Rep 2016;65. DOI: <http://dx.doi.org/10.15585/mmwr.mm6526e1>.

² National Center for Statistics and Analysis. (2016, August). 2015 motor vehicle crashes; Overview. (Traffic Safety Facts Research Note. Report No. DOT HS 812 318) Washington, DC: National Highway Traffic Safety Administration.

³ National Center for Statistics and Analysis. (2016, September). *Early estimate of motor vehicle traffic fatalities for the first half (Jan- Jun) of 2016*. Crash Stats Brief Statistical Summary. Report No. DOT HS 812 332). Washington, DC: National Highway Traffic Safety Administration.

⁴ Data from Department of Public Works' Collision Geodatabase, based on California Highway Patrol records from 1/1/11 to 8/31/16 (analyzed 12/13/16)

⁵ California Department of Transportation. California Strategic Highway Safety Plan 2015 - 2019.

Vision Zero and Related Traffic Safety Initiatives

Vision Zero is a strategy that aims to reduce or eliminate traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has been adopted widely across Europe and is now gaining momentum in many American cities. Vision Zero creates a new vision for prioritizing street safety. Traffic deaths and severe injuries are viewed as predictable and preventable, and goals, measurable objectives, and timelines for eliminating them are created. These strategies include engineering, enforcement, education, and evaluation approaches, which require collaboration across a wide variety of sectors including public health, public works, communications, and law enforcement. In addition, community engagement and equity are important overarching approaches to successful implementation of Vision Zero.

In August 2015, the City of Los Angeles launched a Vision Zero Initiative as the result of a Mayoral Directive that set a city goal of eliminating all traffic deaths by 2025 and reducing deaths by 20 percent by 2017. The Los Angeles County Public Health Department has worked closely with the City to launch and implement this initiative, including helping to develop Los Angeles' Vision Zero Action Plan, which outlines specific implementation strategies and timelines. The cities of San Francisco, New York, Portland, Seattle, and Chicago have also established Vision Zero initiatives in the past five years. In Los Angeles County, a number of our 88 local jurisdictions have adopted Vision Zero goals, including Long Beach and Santa Monica.

Similarly, "Toward Zero Deaths" is a traffic safety initiative in the United States related to Vision Zero. Spearheaded primarily by state and federal government agencies, such as the Federal Highway Administration (FHWA), this approach shares a strategic vision of eliminating fatalities and serious injuries through a data-driven, interdisciplinary approach of education, enforcement, engineering, and emergency services.

In California, the California Department of Transportation (Caltrans) regularly develops and updates the California Strategic Highway Safety Plan (SHSP), a statewide data-driven plan that coordinates the efforts of a wide range of organizations to reduce traffic fatalities and severe injuries. The SHSP affects all public roads (State, local, and Tribal) and all users (motorists, pedestrians, bicyclists, and motorcyclists). The goal of the SHSP is to move toward zero deaths; measurable objectives include a three percent annual reduction in the number and rate of fatalities and a 1.5 percent annual reduction in the number and rate of severe injuries.

Known Challenge Areas

Factors that influence fatality rates vary from place to place; however, a number of “challenge areas” have been identified nationally, statewide, and regionally. For example, the California Strategic Highway Safety Plan identifies alcohol and drug impairment; speeding and aggressive driving; distracted driving; pedestrians; bicyclists; motorcyclists; young drivers; and aging drivers, among others, as challenge areas to be addressed statewide. As the County conducts data analysis for the unincorporated areas to design programs and infrastructure that support traffic safety, it will be beneficial to examine best practices developed by other jurisdictions.

Developing an Effective Approach

Vision Zero has been effective in other jurisdictions and countries due to the multidisciplinary approach that brings together multiple government sectors with community leaders and stakeholders to identify solutions. Strategies are implemented and then evaluated in an iterative process to identify whether they are having the desired effect of saving lives. Summarized below are key approaches behind effective Vision Zero initiatives.

Safe streets are livable streets. Vision Zero is typically well-aligned with jurisdictions’ goals of making communities livable, walkable, economically vibrant, and sustainable. This allows for Vision Zero strategies to be seamlessly incorporated into existing work programs, and to allow for new projects and programs where human life and safety are the explicit highest priorities.

Vision Zero strategies are data-driven. Essential to the Vision Zero approach is that safety improvements and programs must be based on robust, longitudinal data analysis that identifies patterns of traffic deaths and severe injuries, as well as the primary crash factors associated with these crashes, such as speeding, left turns, lack of marked crosswalks, and red light running. This allows for targeted improvements and programs that address the specific problem(s) causing fatal and severe injury crashes.

Roadways can be designed to save lives. Once specific factors associated with crashes are understood, engineers can identify potential life-saving improvements to address the problems, i.e. engineering solutions that are known to be effective for specific crash patterns. A principle of Vision Zero is that humans will always make mistakes, but corridors can be designed and re-engineered to minimize deadly mistakes and make it challenging to engage in dangerous behavior, such as speeding. Vehicle speed is a particularly important factor to consider in roadway design because it is a fundamental predictor of

crash survival. If a pedestrian is hit by a car going 20 miles per hour (MPH), the pedestrian's risk of death is five percent; if the car is traveling at 40 MPH, the pedestrian's risk of death is 80 percent.⁶

Evaluation is essential. Tracking progress over time makes it possible to identify whether a program or infrastructure improvement is working to address the safety concern. For example, once engineering improvements have been installed along a corridor or at priority locations, engineers can continue to collect data to assess whether the improvements are addressing the identified crash factors. Similarly, evaluating specific enforcement efforts over time can help enhance programs. With a goal of zero traffic deaths, new issues may emerge over time, requiring consistent data collection and evaluation to monitor traffic safety.

Communications can drive culture change. Reducing traffic deaths requires a shift in public perception from accepting traffic deaths as unavoidable to an awareness that saving human lives is everyone's responsibility. A widespread communications campaign coupled with education strategies that target key audiences can create this shift within the general population, as well as help drive culture change within institutions.

Community engagement and an equitable approach are fundamental. Analysis done by the City of Los Angeles indicates that many of the areas with the poorest health outcomes also have a disproportionate number of severe and fatal injuries from traffic collisions. Furthermore, these communities may have other more pressing needs beyond traffic safety and/or may distrust government. An effective Vision Zero initiative considers these factors, and engages residents in developing strategies that will be effective in their communities. It is also imperative to continually re-engage the community to ensure that strategies are working as planned.

Enforcement supports policy approaches. In addition to designing safe streets and creating education and awareness campaigns, enforcement can help ensure that traffic laws are followed. Because low-income communities and communities of color may have high rates of traffic deaths and injuries, Enforcement approaches should be context sensitive, especially when working in high-burdened communities. For example, enforcement could include warnings rather than tickets to avoid disproportionate burden of traffic violation fines on low-income residents. Though not currently legal in California, tools like automated speed enforcement can be effective at reducing crashes.⁷

⁶ US Department of Transportation, National Highway Traffic Safety Administration. Literature Review on Vehicle Speeds and Pedestrian Injuries. DOT HS 809 021. October 1999. Available at: <https://one.nhtsa.gov/people/injury/research/pub/HS809012.html> (Accessed 1/6/17)

⁷ Other jurisdictions have reported declines in speeding and/or collisions due to ASE. Available at: <https://www.sfmta.com/sites/default/files/projects/2016/ASE%20Fact%20Sheet%202.5.16.pdf> (Accessed 1/9/17)

Alignment with Existing Plans and Policies

Adopting a Vision Zero approach would be consistent with County plans, policies, and goals and represents an opportunity to implement established County priorities.

Community Health Improvement Plan (CHIP), 2015 - 2020: DPH's CHIP is a strategic plan for improving health in Los Angeles County. CHIP establishes a health improvement agenda for DPH in collaboration with partners from different sectors. A primary goal of CHIP is to reduce the number of deaths and severe injuries resulting from traffic collisions through the implementation of policies and programs that promote safety.

Healthy Design Ordinance, 2012: This ordinance, developed by the Department of Regional Planning (DRP), changed the County's zoning and subdivision regulations to increase levels of physical activity and reduce obesity rates. To effectively promote physical activity, the Healthy Design Ordinance promotes safe, convenient, and pleasant places for people walking and bicycling.

Los Angeles County General Plan, 2035: Developed by DRP and adopted by the Board of Supervisors in 2015, the County's General Plan includes a number of elements that promote an increase in walking and biking and a reduction in vehicle miles traveled, including:

- **Mobility Element:** The California Complete Streets Act of 2008 requires the General Plan to demonstrate how the County will provide for the routine accommodation of all users of a road or street, including pedestrians, bicyclists, public transit users, motorists, children, seniors, and the disabled. The Mobility Element addresses this requirement with policies and programs that consider all modes of travel, with the goal of making streets safer, accessible and more convenient to walk, ride a bicycle, or take transit.
- **Bicycle Master Plan:** A sub-element of the Mobility Element, the Bicycle Master Plan guides the implementation of proposed bikeways, bicycle-friendly policies, and programs to promote bike ridership across all ages and skill sets. The Plan's implementation program prioritizes projects based on various factors including both crash data and obesity rates.
- **Air Quality Element:** Air pollution and climate change pose serious threats to the environment, economy, and public health. The Air Quality Element summarizes air quality issues and outlines the goals and policies in the General Plan that will improve air quality and reduce greenhouse gas emissions. Vision Zero strategies that promote safety for people walking, bicycling, and using transit, could further enhance and support the goals of the Air Quality Element.
- **Community Climate Action Plan (CCAP):** A sub-element of the Air Quality Element, the Community Climate Action Plan establishes actions for reaching the County's goals to reduce

greenhouse gas (GHG) emissions in the unincorporated areas. The County set a target to reduce GHG emissions from community activities in the unincorporated areas by at least 11 percent below 2010 levels by 2020. The CCAP includes specific strategy areas for each major emission sector and quantifies the 2010 and projected 2020 emissions in the unincorporated areas. Like most California communities, a significant portion of the County's emissions are from on-road transportation sources and point to a clear need to reduce vehicle trips and vehicle miles traveled. Vision Zero strategies that promote safety for people walking, bicycling, and using transit, could further enhance and support the CCAP's goals.

- **General Plan Implementation Programs:** Several General Plan work programs are well aligned with Vision Zero, including: 1) Livable Communities Guidelines – DRP is developing specific design measures that will be used by staff, developers and decision makers to develop projects that encourage walking, bicycling, outdoor physical activity, public transit use, and access to healthy foods. 2) Pedestrian planning – DPH and DPW are collaborating on the development of pedestrian plans in four unincorporated communities: Westmont-West Athens, West Whittier-Los Nietos, Lake Los Angeles and Walnut Park. 3) Equitable Development – DRP is preparing affordable housing and environmental justice ordinances to advance equity objectives in the General Plan, along with the development of an equity indicators toolbox.

Los Angeles County Initiatives: Vision Zero is consistent with several Board mandated initiatives, including:

- **Purposeful Aging Los Angeles Initiative:** A countywide, multi-year effort that will unite public and private leadership, resources, ideas, and strategies to improve the lives of older adults and Los Angeles County residents of all ages. The initiative includes the formulation of a three-year, Age-Friendly Action Plan, which will outline a comprehensive set of proposed strategies to enhance the County's age-friendliness across eight domains of livability, including transportation.
- **Trauma Prevention Initiative (TPI):** The Trauma Prevention Initiative targets regions of the County that experience a disproportionately high incidence of violence-related trauma visits, injuries and deaths. TPI develops and coordinates program strategies that focus on evidence-based and practice-tested interventions to reduce trauma. Traffic collisions account for many trauma visits, injuries, and deaths, and preventing them could contribute significantly to reducing the burden of trauma in the County.

County Strategic Plan, 2016 - 2021: Vision Zero is consistent with several strategies in the County's newly adopted Strategic Plan, including:

- II.2.4 Promote Active and Healthy Lifestyles: Conduct outreach to high need, traditionally underserved populations within the County by supporting safe and comfortable built environments that encourage physical activity and access to healthy food.
- II.3.3 Address the serious threat of global climate change: Create and implement policies and programs to: reduce the emission of greenhouse gases from all sectors of our community; ensure that community climate resilience is integrated into our programs and plans; and inspire others to take action.

California Strategic Highway Safety Plan (SHSP): The SHSP is a statewide, coordinated safety plan that provides a comprehensive framework for reducing fatalities and severe injuries on all public roads. The SHSP – and the accompanying SHSP Implementation Plan – are multi-disciplinary efforts involving Federal, State, and local representatives from the four “Es” (education, evaluation, engineering, and enforcement) of safety. The SHSP identifies safety needs and guides investment decisions towards strategies and countermeasures with the most potential to save lives and prevent injuries.

PART II: PRELIMINARY DATA ANALYSIS

Background

When a collision occurs in unincorporated areas, multiple agencies are involved in responding to the scene, identifying collision factors, and treating victims. This results in many sources of data, which can then inform a Vision Zero approach and provide background on the collision landscape in unincorporated Los Angeles County. The following section briefly describes key agencies involved, their respective roles, and sources of data.

California Highway Patrol (CHP): CHP is responsible for traffic enforcement on unincorporated County roadways and is responsible for responding to the scene of a collision. CHP collects data for all collisions it responds to and retains this data for all municipalities. Additionally, data for all reported collisions in California available via the Statewide Integrated Traffic Records System (SWITRS). CHP also has citation data, which can provide additional information about safety concerns such as speeding and driving under the influence. Citation data is available to County departments, but requires additional staff time to clean and geocode for use.

Los Angeles County Department of Public Works (DPW): DPW requests collision reports directly from CHP as collisions occur within the unincorporated County area and enters this data into its geodatabase. DPW is also the primary agency involved in unincorporated County roadway design and maintenance. DPW does not have jurisdiction on designated State highways, such as the Pacific Coast Highway (CA-1), even if they fall within unincorporated County areas.

Los Angeles County Fire Department (LACFD): LACFD serves as the primary first-responder for suspected injury or fatal collisions in unincorporated County areas, as well as for some incorporated cities. LACFD retains records of all of its responses and services, including those related to collisions. Records typically span the time beginning when LACFD staff and/or vehicle(s) are deployed to the scene of an incident to when LACFD drops the victim off at a hospital or trauma center. LACFD also serves as a first-responder for some incorporated cities in Los Angeles County.

Los Angeles County Department of Health Services' Emergency Medical Services (EMS): EMS collects data from all emergency medical providers in Los Angeles County, including from LACFD, when transport to a hospital is involved. EMS also collects data directly from all 14 trauma centers, but not all hospitals. These trauma centers serve both unincorporated and incorporated areas. In severe injury collisions, victims are likely to be transported to a trauma center by the emergency services provider. However, victims of collisions can also transport themselves to a trauma center (or hospital); therefore transport data does not include these cases. Collision location is only available for records involving EMS

transport. Neither trauma data nor emergency service transport data is currently linked to CHP collision record data.

Los Angeles County Sheriff's Department (LASD): LASD is not a primary responder to collisions in unincorporated areas; this is the responsibility of CHP. However, in some cases, LASD will respond to a collision due to proximity. LASD is responsible for all other law enforcement in unincorporated areas and is more likely to be present in an unincorporated community for other enforcement duties.

Los Angeles County Department of Public Health (DPH): DPH is the primary recipient of Office of Statewide Health Planning and Development (OSHPD) data, which includes patient-level data from licensed health care facilities such as hospitals and emergency departments. This data includes health-related collision information, such as injury levels, outcomes, race/ethnicity, and financial costs. The data does not provide information on collision location.

Approach to Initial Analysis

To determine an approach to data analysis, traffic safety programs in other jurisdictions, including San Francisco, Seattle, and the City of Los Angeles, were reviewed to identify common categories. Most jurisdictions first analyzed collision data only, and then conducted analyses in later phases incorporating demographic data, geographic information, roadway design, and other areas. Data is typically analyzed and categorized as:

- *Big Picture* : Overview of jurisdiction as a whole, including breakdowns by collision severity and calculated fields such as “annual collision death rate.”
- *Temporal, Modal, & Demographic*: Analysis of collision data by indicators such as age, gender, or mode of victim and party. This provides more clarity about the type of person involved in severe and fatal collisions, and if there is an obvious overrepresentation of certain victim or party types.
- *Contributing Factors*: Further analysis of collision data to understand potential contributing factors to severe and fatal collisions, such as time of day, use of safety equipment, and primary collision factor.
- *Prioritization* – Analysis incorporating built environment, land use, or citation data. This information can be used to create a prioritized network of streets, such as Los Angeles’ High Injury Network, and also to provide a data-driven justification for future project prioritization.

In addition to research on efforts in other jurisdictions, three meetings were also convened with experts from various County Departments and the Los Angeles Department of Transportation to discuss common problems, past analysis on collisions in unincorporated Los Angeles County, and high-priority approaches to future analysis.

As described in the section above, no single source of data provides a comprehensive picture of where severe and fatal collisions are occurring in unincorporated areas, who is involved, injuries sustained, and costs incurred. The wide range of data available from County partners provides an excellent opportunity to further understand factors associated with traffic deaths and severe injuries on unincorporated area roadways. Due to the challenges associated with joining disparate data sources, the preliminary collision analysis contained in this report is based only on DPW's Collision Geodatabase. DPW's database includes California Highway Patrol collision records (SWITRS) data through August 31, 2016. SWITRS data is commonly used by jurisdictions throughout California, including other Vision Zero cities, such as Los Angeles and San Francisco.

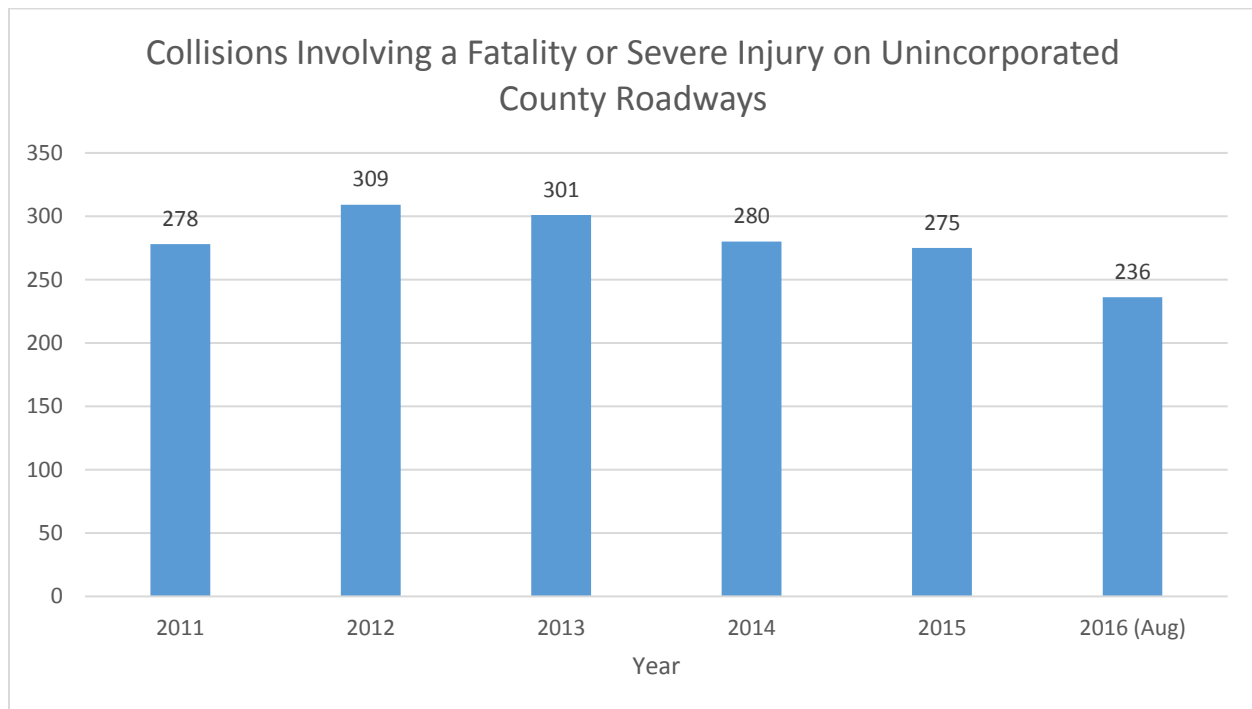
Findings

The data below summarizes information using CHP collision records data, housed in DPW's Collision Geodatabase. Unless otherwise stated, summary data is for the five-year, eight-month period beginning January 1, 2011 and ending August 31, 2016.

BIG PICTURE

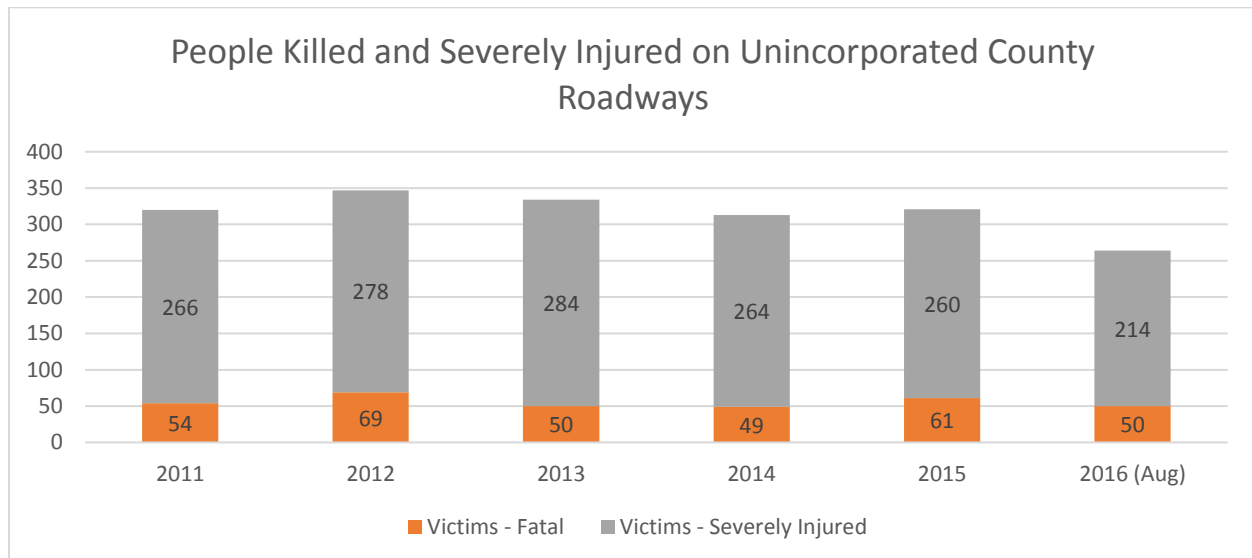
Collisions

There were 63,067 distinct collisions on unincorporated County roadways over the five-year, eight-month period. Of these collisions, 1,429 involved at least one severe injury and there were 300 with at least one fatality. A total of 1,679 collisions involved severe injuries or fatalities. Taking an average from January 1, 2011 to December 31, 2015, there are 10,917 annual collisions on unincorporated County roadways with 288 involving a fatality or severe injury. The number of collisions involving a fatality or severe injury has remained relatively constant since 2011.

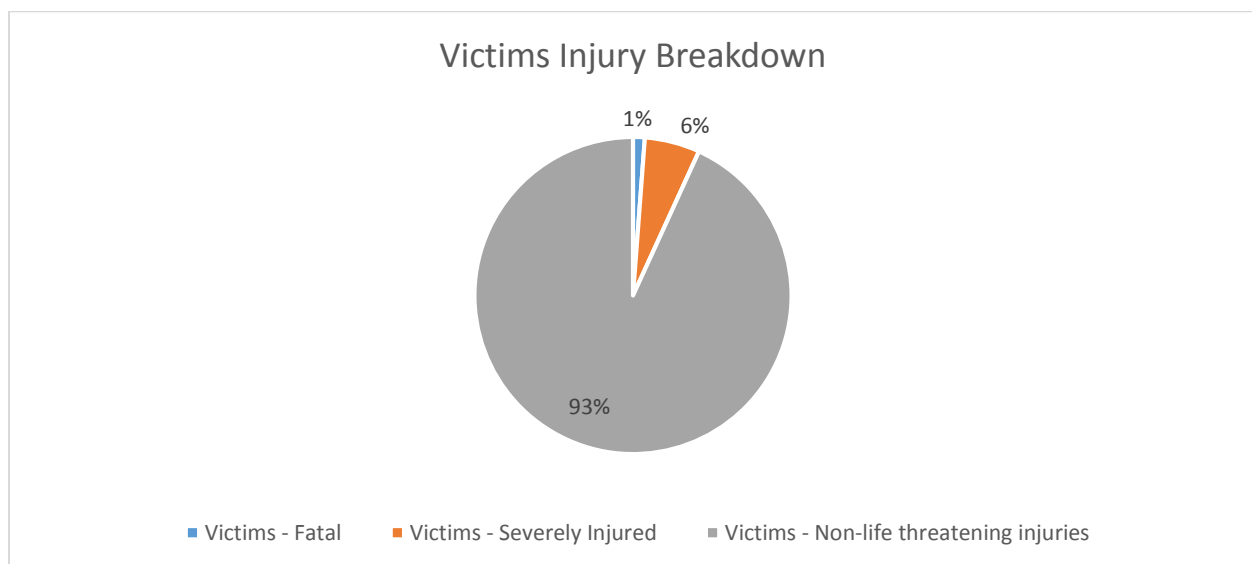


Victims

There were 27,786 victims involved in collisions on unincorporated County roadways during the five-year, eight-month period. Victims include fatalities and individuals with severe injuries, other visible injuries, or complaints of pain. Of these victims, 1,566 were severely injured and 333 incurred fatalities.



Among all victims of traffic collisions, approximately one percent died and six percent sustained severe injuries, but the vast majority (93 percent) did not suffer life-threatening injuries.



Rates

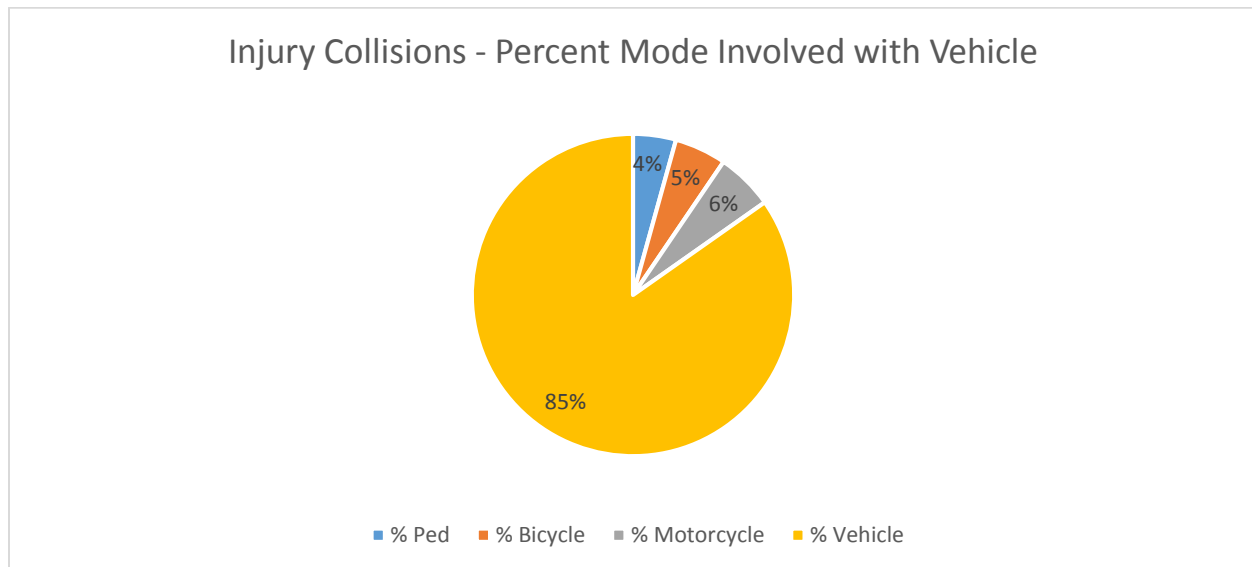
The County maintains approximately 1,188 miles of rural roads and an additional 1,998 miles of urbanized roads (total of 3,187 miles), with a daily vehicle miles travelled rate (DVMT) of 11.85 million.⁸ The following rates contextualize collisions and victims. All rates are based on averages from January 1, 2011 to December 31, 2015.

- There are approximately 3.4 collisions per roadway mile annually, with 0.09 collisions involving a fatality or severe injury per roadway mile
- There are approximately 27.4 collisions involving a fatality or severe injury per 100,000 population in the unincorporated Los Angeles County annually.⁹

TEMPORAL, MODAL, AND DEMOGRAPHIC

Mode

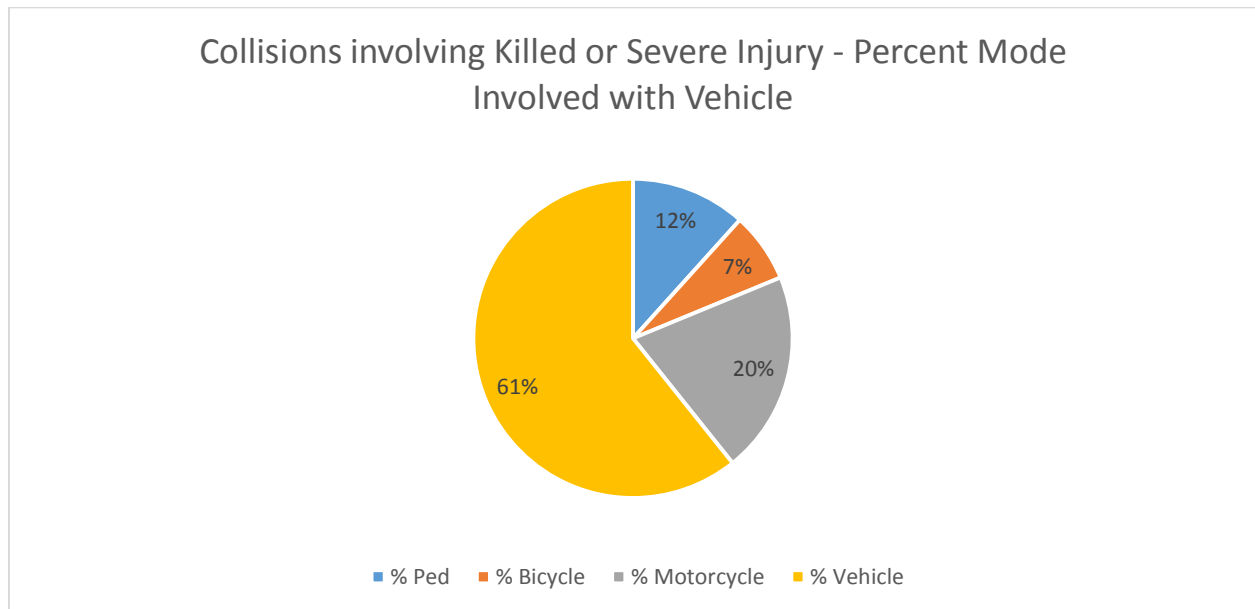
As shown in the chart below, among all collisions involving an injury, vehicle to vehicle injury collisions are the most common, representing approximately 85 percent of all injury collisions.



⁸ 2014 California Public Road Data Estimate, Table 6

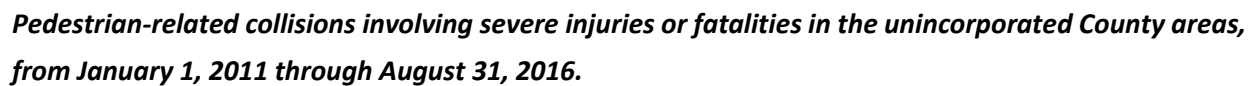
⁹ Unincorporated area population is approximately 1,050,000 people based on estimates from the Southern California Association of Governments. Available at: <http://www.scag.ca.gov/documents/unincarealosangelescounty.pdf> (Accessed December 27, 2016)

However, pedestrians, bicyclists, and motorcyclists are overrepresented in severe injury and fatality-involved collisions. For example, although pedestrians are only involved in four percent of injury collisions, they represent 12 percent of the collisions with severe injuries or fatalities. Similarly, motorcycle-involved collisions represent 20 percent of the severe and fatal collisions, but only six percent of all injury collisions.



The following heat map series shows the concentration of collisions involving killed and severely injured victims by mode. A heat map is a representation of the concentration of incidents; red areas indicate the highest concentration of incidents; yellow areas indicate a moderate concentration; and green areas indicate the lowest concentration of incidents.

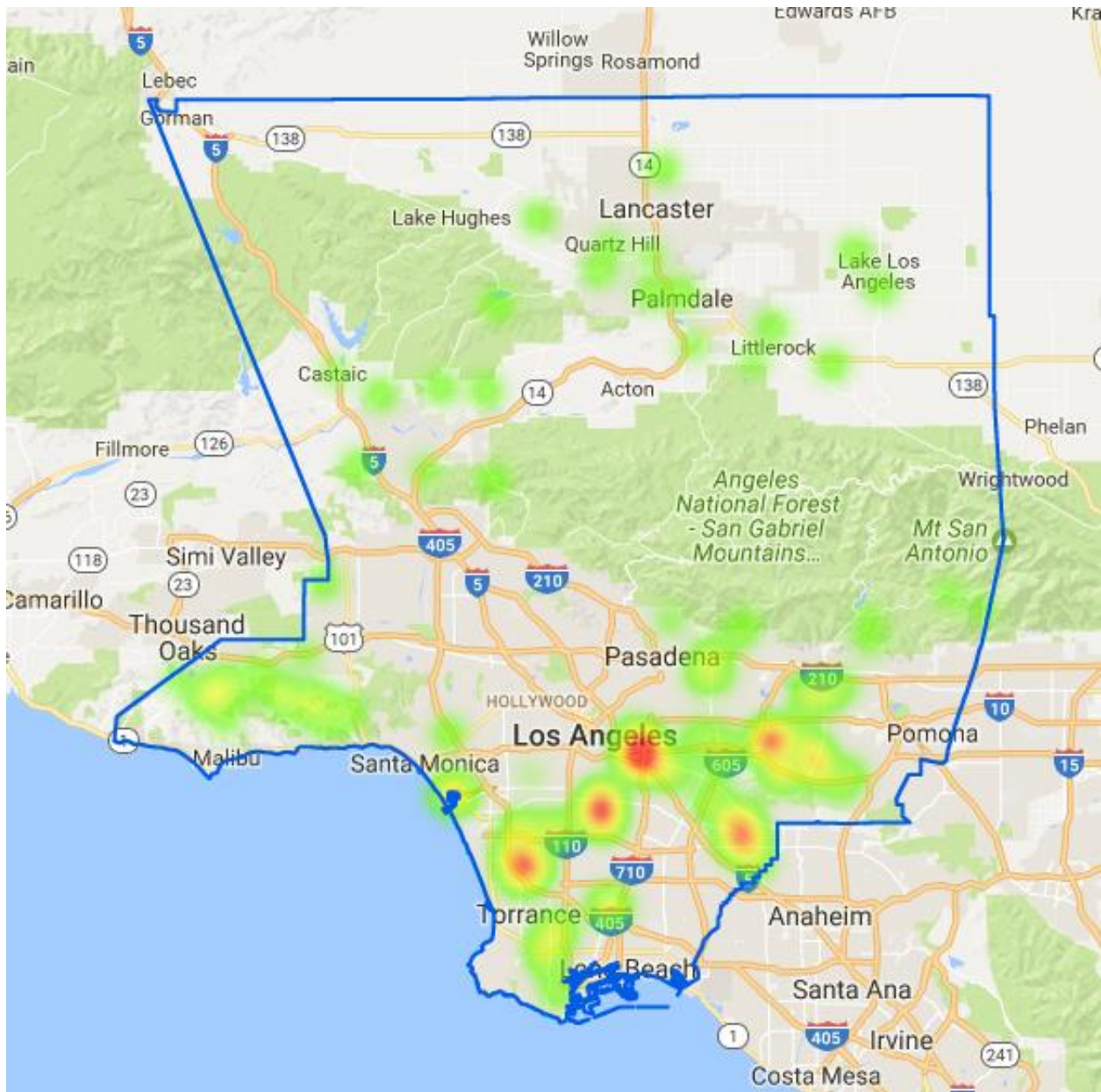
Pedestrian-involved fatal and severe injury collisions are concentrated in the southern part of the County, largely in dense urban centers. There is also a concentration of collisions in the Antelope Valley, where community main streets are often rural, high-speed roads.



23

Bicycle-Involved Fatal and Severe Injury Collisions

While bicycle-involved fatal and severe injury collisions are spread throughout the County, they are more concentrated in urban areas, with some additional fatal and severe injury collisions occurring in the Antelope Valley and along County mountain roads.

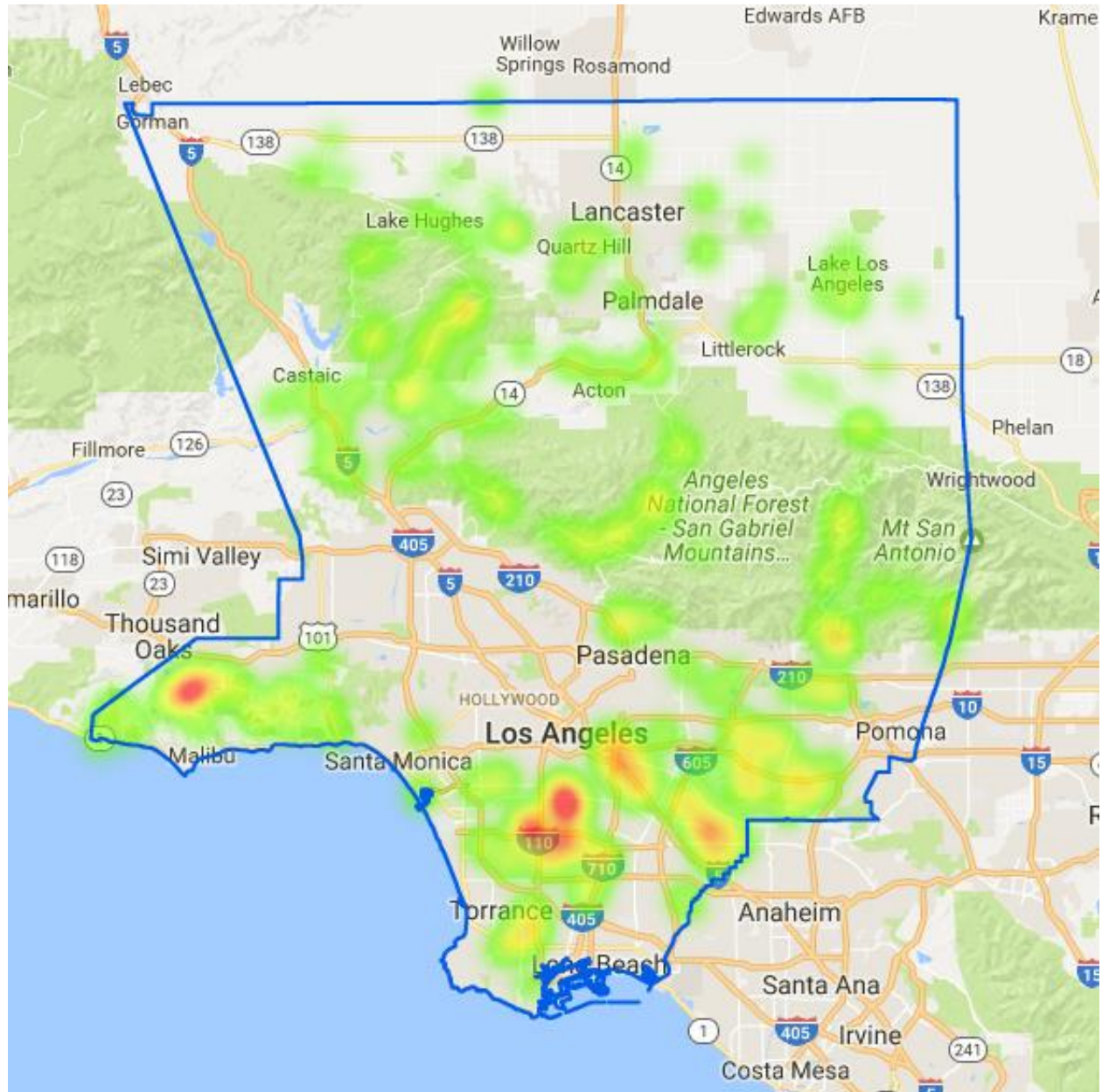


Bicycle-related collisions involving severe injuries or fatalities in the unincorporated County areas, from January 1, 2011 through August 31, 2016.

Map data ©2017 Google, INEGI

Motorcycle-Involved Fatal and Severe Injury Collisions

Motorcycle-involved fatal and severe injury collisions are spread throughout the County. There are higher concentrations along County rural mountain roads, as well as in dense urban areas.

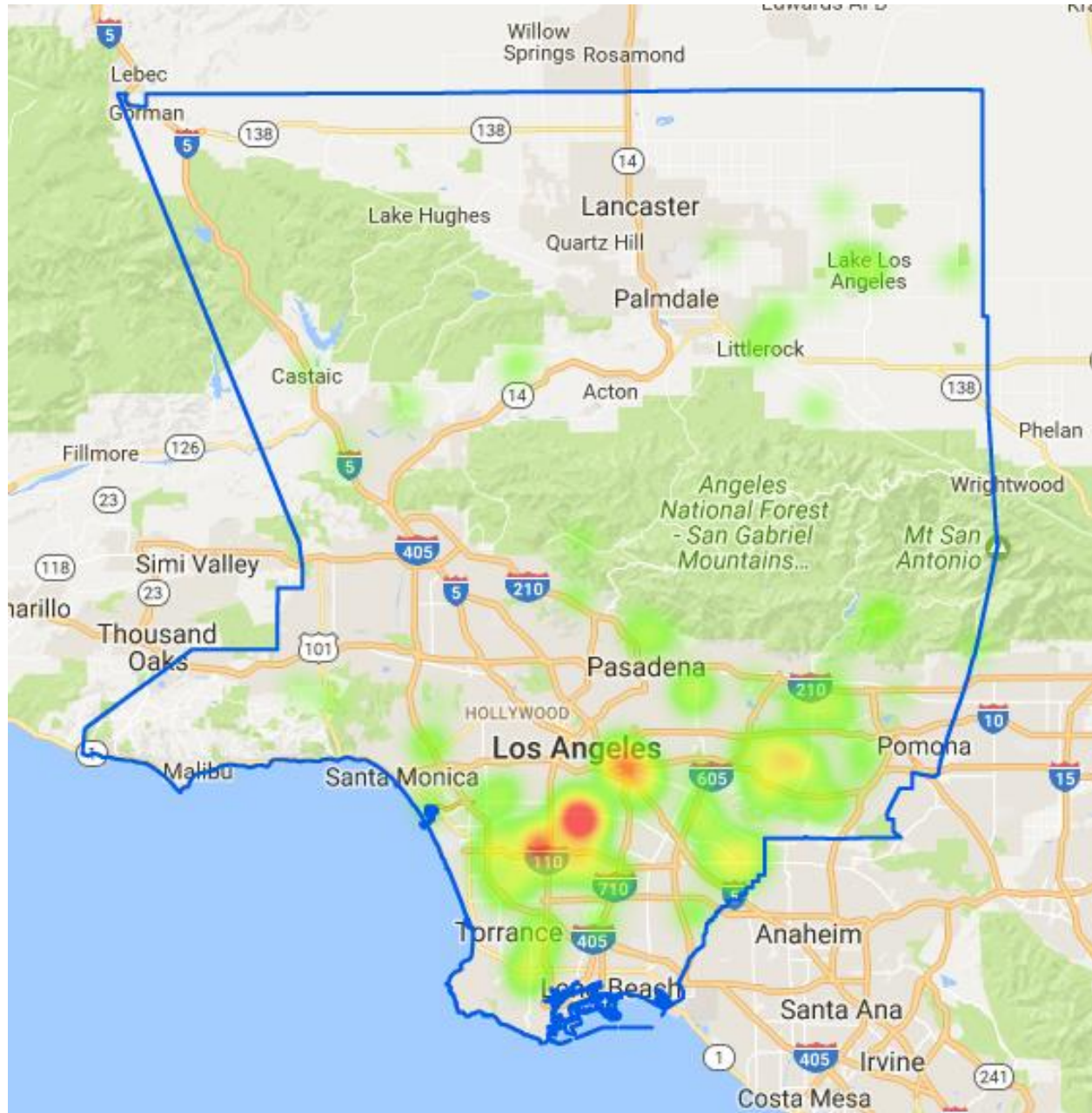


Motorcycle-related collisions involving severe injuries or fatalities in the unincorporated County areas, from January 1, 2011 through August 31, 2016.

Map data ©2017 Google, INEGI

Vehicle to vehicle-Involved Fatal and Severe Injury Collisions

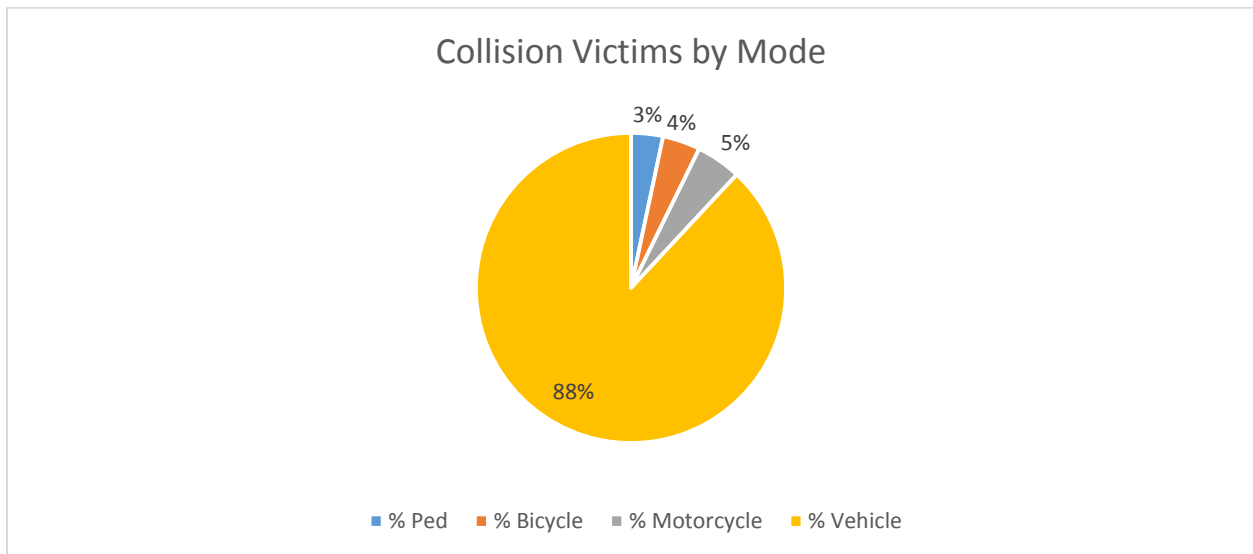
Vehicle to vehicle-involved fatal and severe collisions happen everywhere, but there is a concentration in the southern part of the County in our urbanized communities.



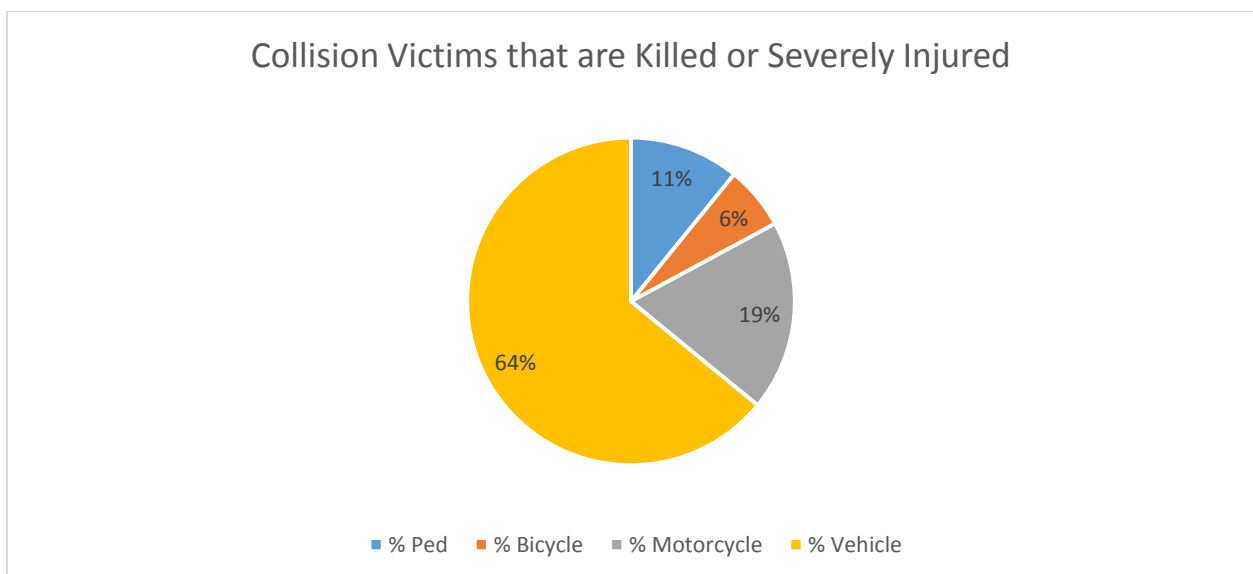
Vehicle to vehicle collisions involving severe injuries or fatalities in the unincorporated County areas, from January 1, 2011 through August 31, 2016.

Map data ©2017 Google, INEGI

The vast majority of victims injured as a result of traffic collisions on unincorporated County roadways were in vehicles.

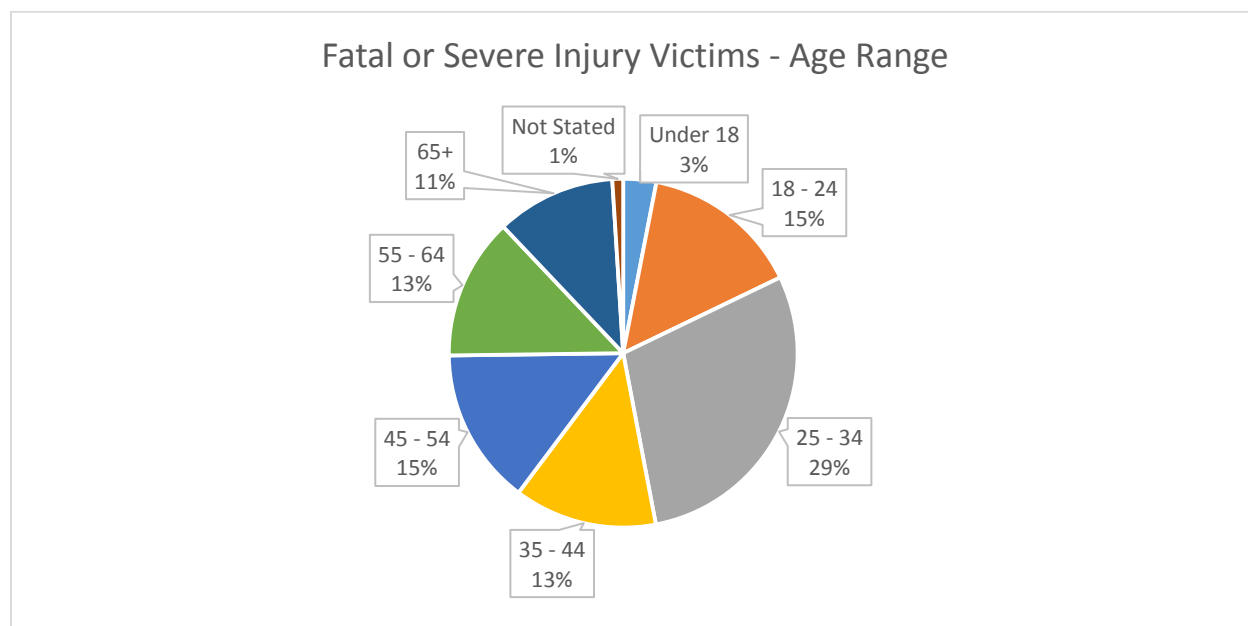


However, pedestrians, bicyclists, and motorcyclists are overrepresented in severe injuries and fatalities. Approximately 11 percent of fatal and severe injury victims are people walking, six percent are people bicycling, and 19 percent are people using a motorcycle.

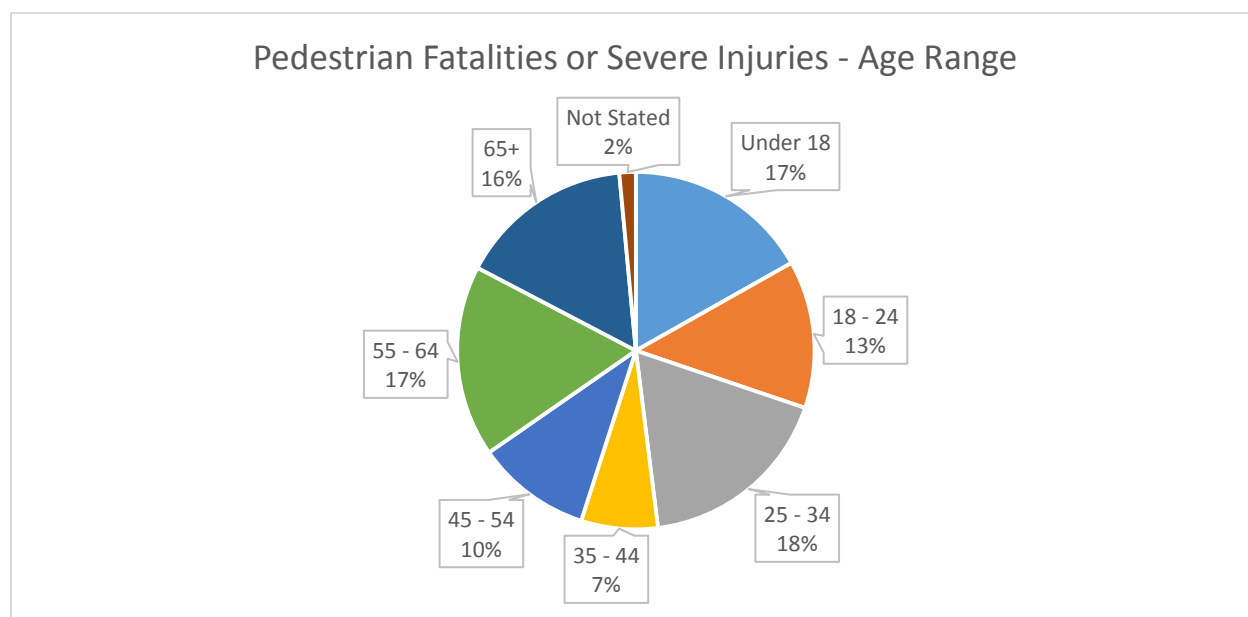


Demographics

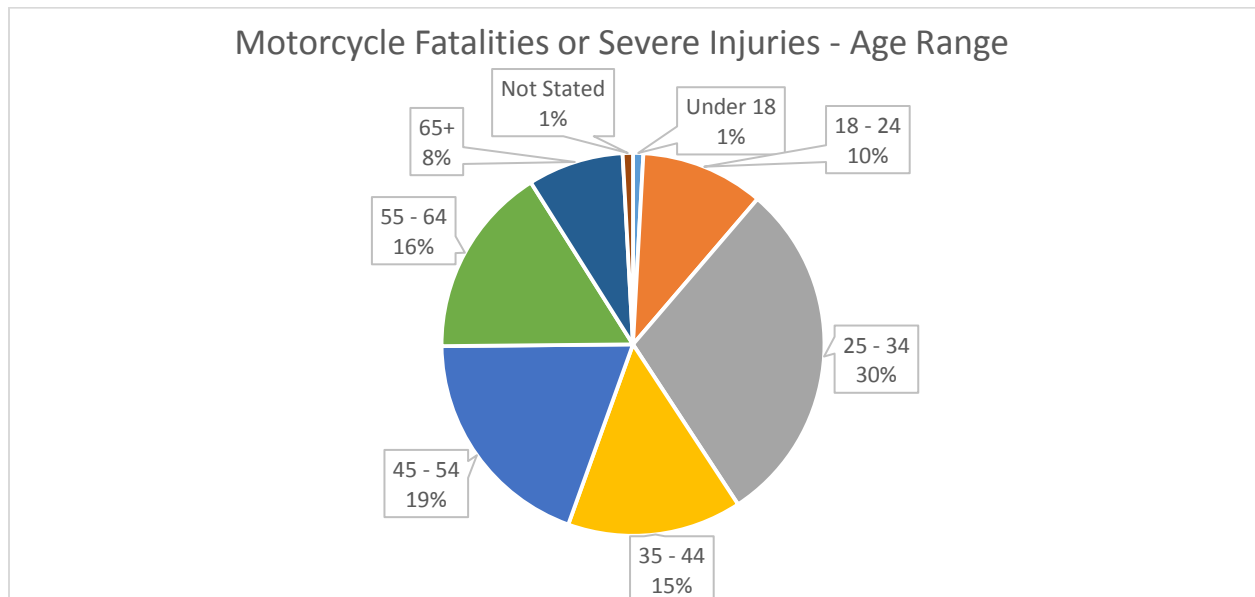
Regardless of mode, across all killed and severely injured victims there is a higher proportion of male victims (approximately 78 percent male and 22 percent female) and victims 25 to 34 years old (across both genders), for the entire time period. The chart below shows the age breakdown across all victims killed or severely injured, regardless of mode. Nearly a third of victims (29 percent) are between the ages of 25 and 34.



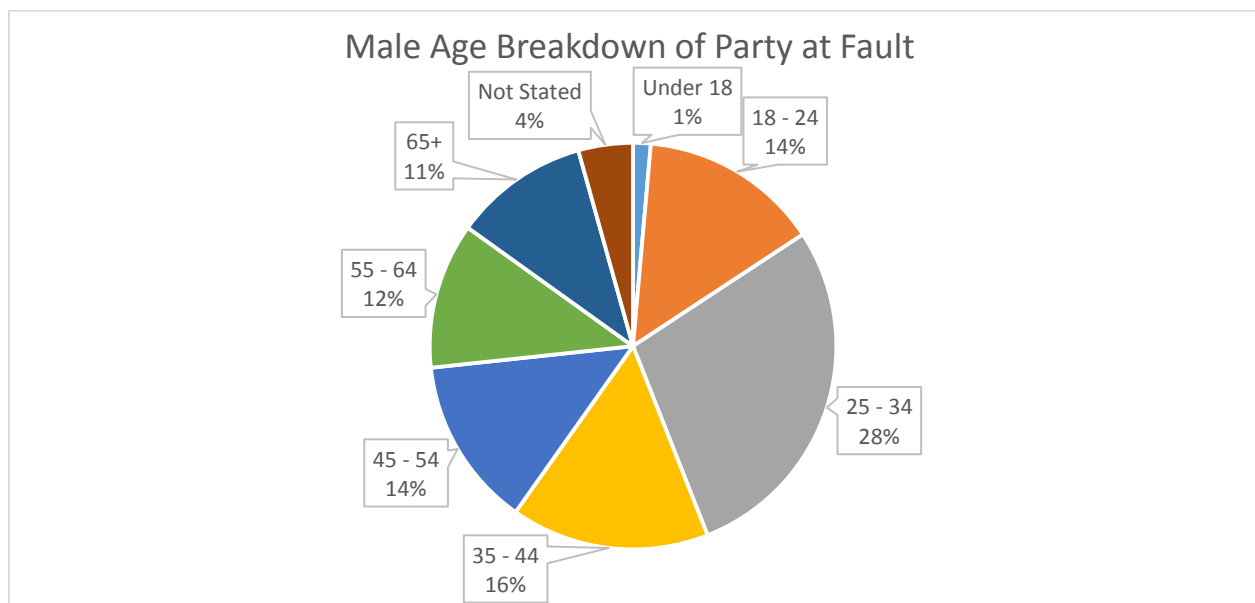
Among pedestrians killed or severely injured, victims are concentrated in both older and younger age groups. 17 percent are young people 18, 13 percent are between 18 and 25, and 33 percent are 55 and over.



The chart below shows the age breakdown for all motorcycle victims, male and female. Motorcycle victims were overwhelmingly young males: 94 percent are men, 40 percent under the age of 34.

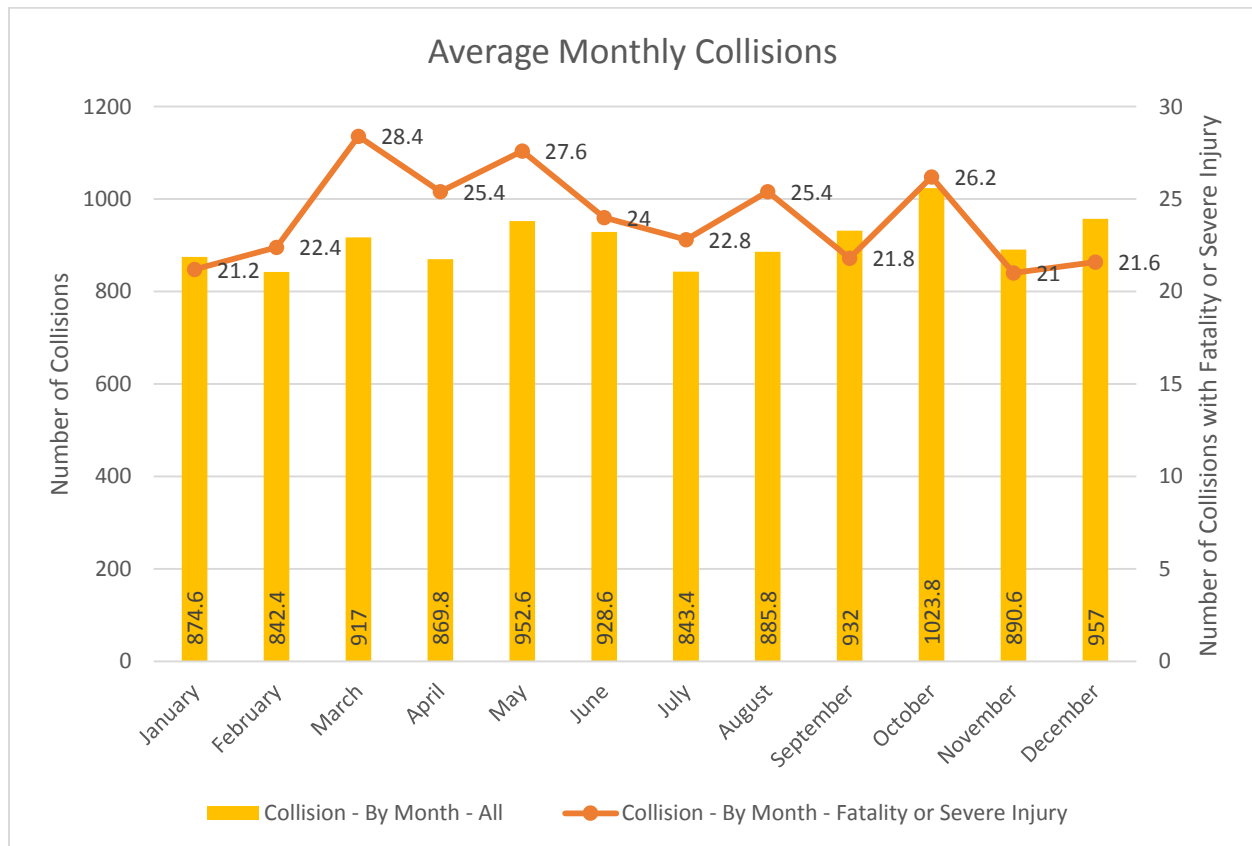


Men represented 64 percent of at-fault parties, while females represented 36 percent. Young men (under the age of 35) and older men (over the age of 55) were more likely to be labeled as “at-fault” in all collisions (no injury, complaint of pain, visible injury, severe injury, fatal) across the entire time period.

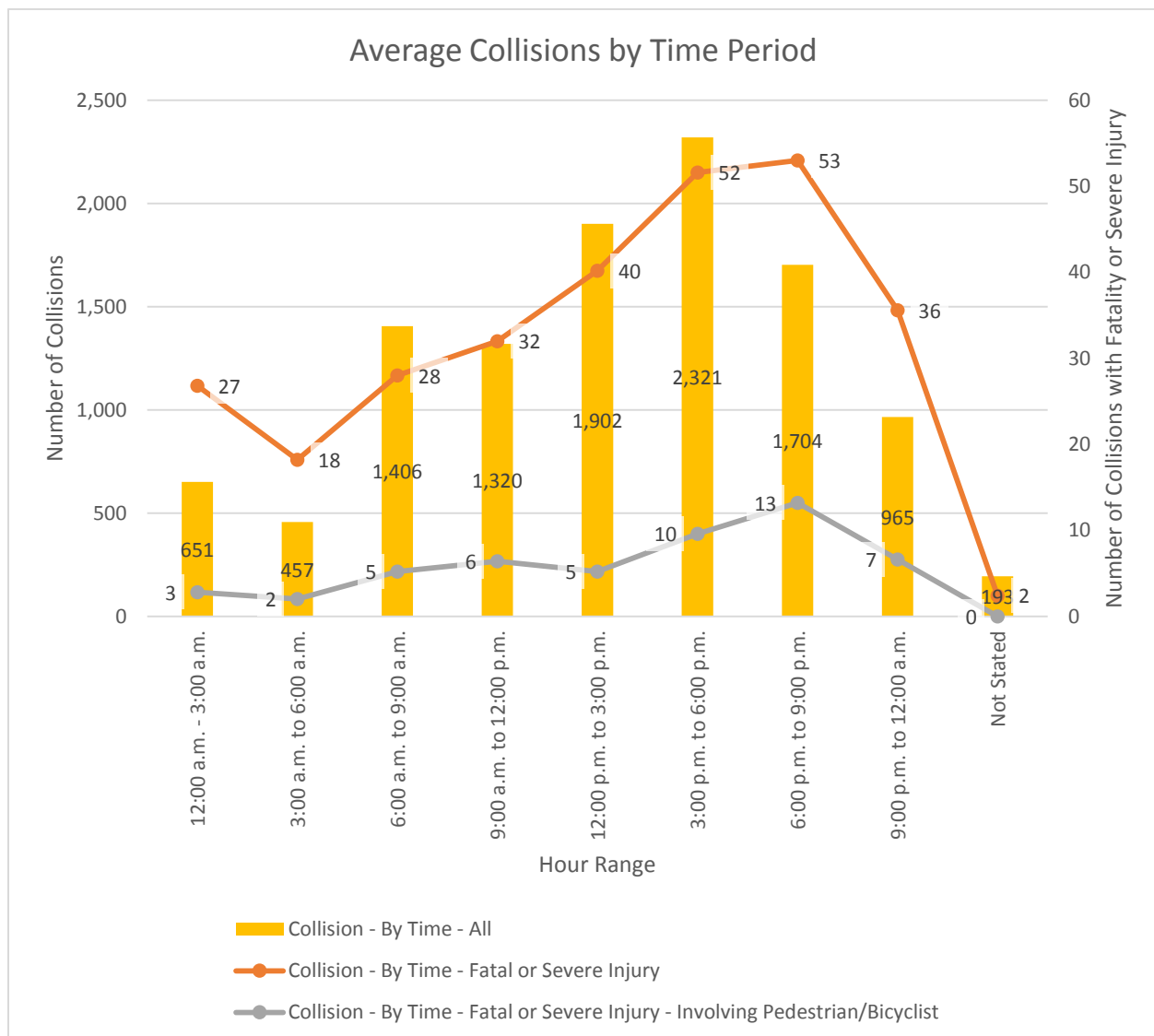


Temporal

On average from January 1, 2011 to December 31, 2015, October was found to have the highest number of collisions. Additionally, there are peaks in fatal and severe injury collisions during the months of March and May.



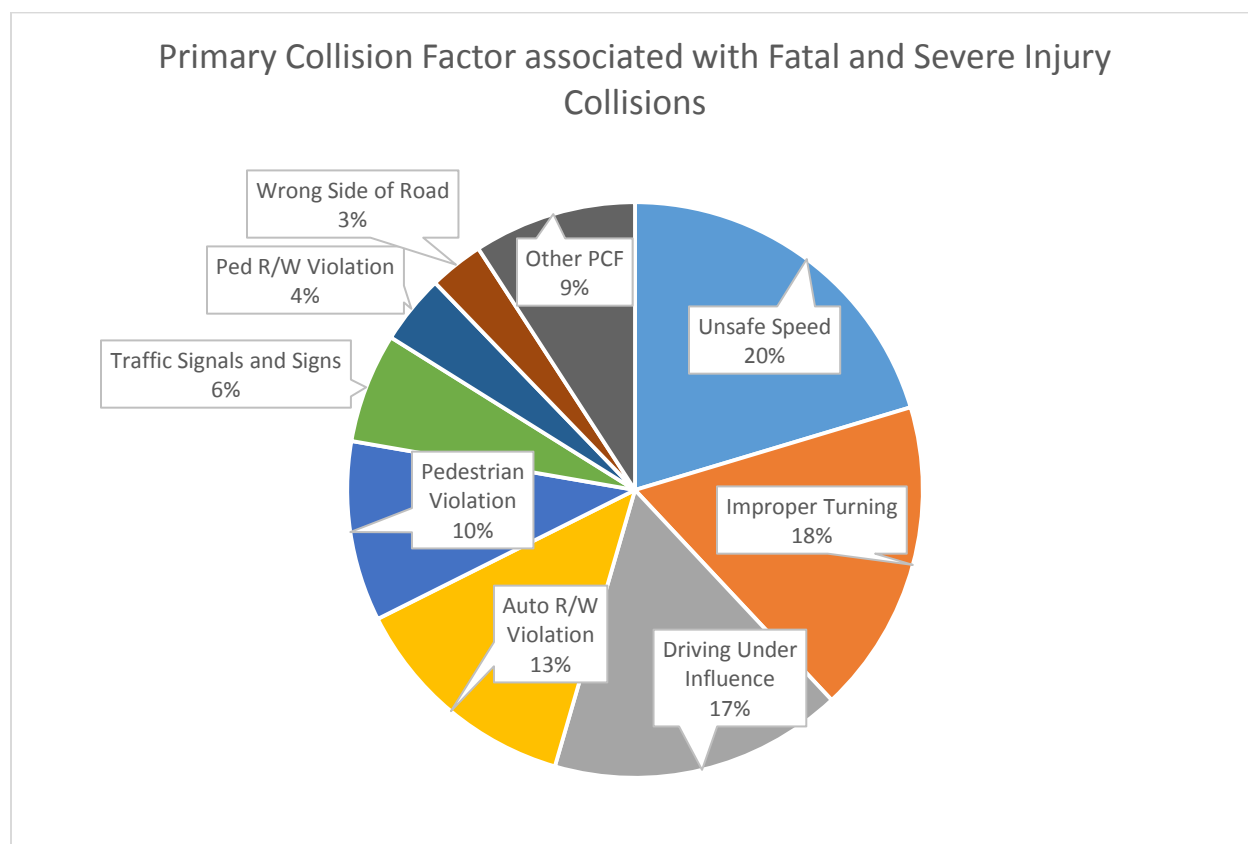
On average across all reported collisions (no injury, complaint of pain, visible injury, severe injury, fatal) during the period January 1, 2011 through December 31, 2015, most occurred between the hours of 3:00 p.m. to 6:00 p.m. High numbers of fatal and severe collisions also occurred during this period. Although there were fewer collisions overall from 6:00 p.m. to 9:00 p.m., there were high numbers of fatal and severe collisions during this time period, indicating a disproportionately high rate of fatal and severe collisions. This is also the peak time period when people walking and bicycling are involved in a fatal or severe collision, indicating that although more collisions occur during the 3:00 p.m. to 6:00 p.m. time period, the most dangerous time is from 6:00 p.m. to 9:00 p.m.



CONTRIBUTING FACTORS

Primary Collision Factor

CHP lists a single “Primary Collision Factor” (PCF) when it creates a collision report. This indicates the an officer’s determination of the primary cause of the collision. Other contributing factors may or may not exist. Unsafe speed was found to be the greatest primary collision factor, comprising 20 percent of the primary collision factors, with improper turning and driving under the influence comprising 18 percent and 17 percent, respectively.

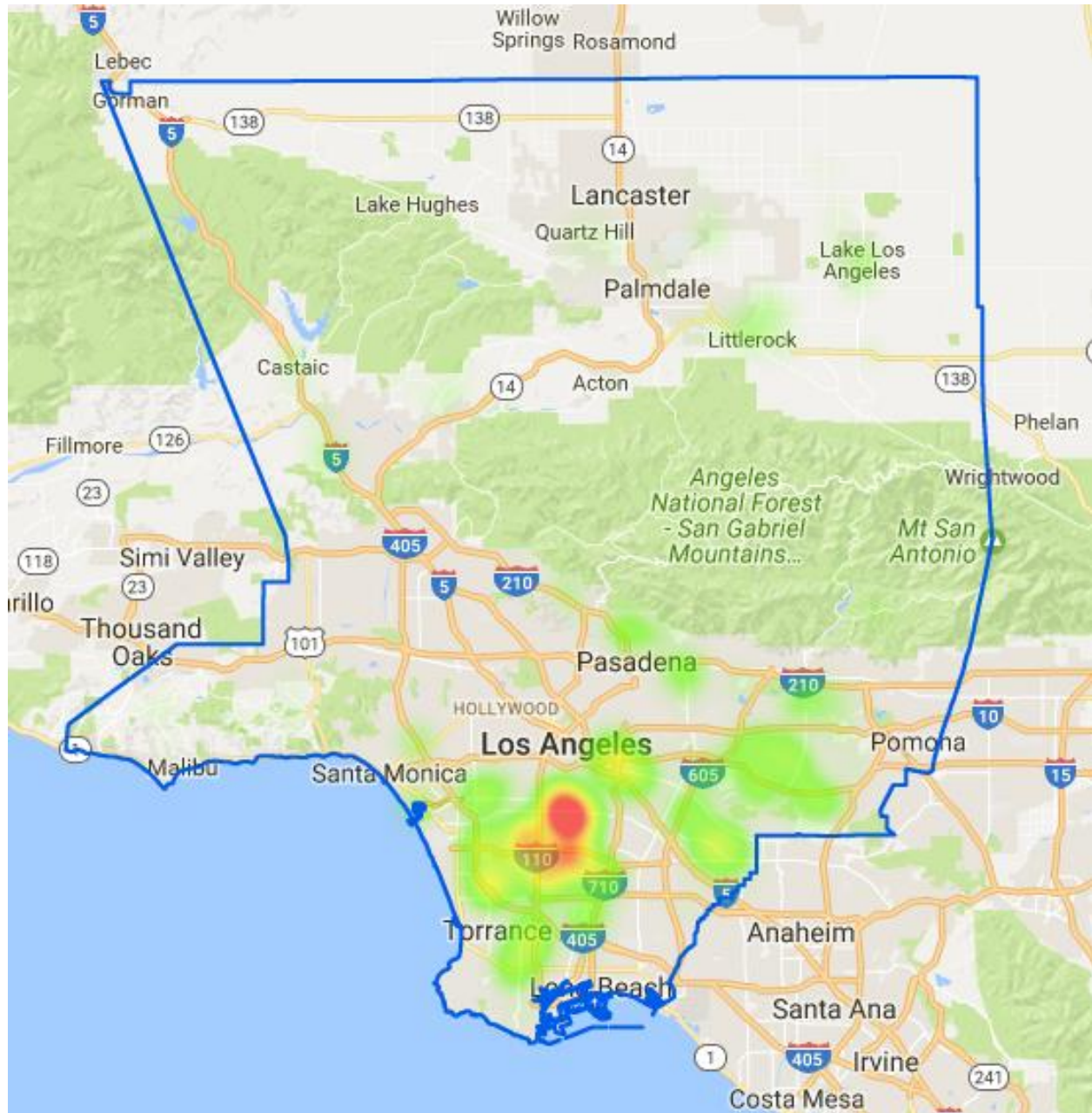


Hit and Run

Approximately 25 percent of all collisions involve hit and runs and there were 15,692, 133 involving a person killed or severely injured, during the period analyzed. This number has remained relatively constant over the past five years.

Felony Hit and Run Collisions

The heat map below shows the concentration of felony hit and run collisions. There is a concentration in the southern part of the County in urban areas. A felony hit and run involves a fatality. Among bike-involved and pedestrian-involved felony hit and run collisions, the same concentration pattern is seen.



Felony hit-and-run collisions in the unincorporated County areas, from January 1, 2011 through August 31, 2016.

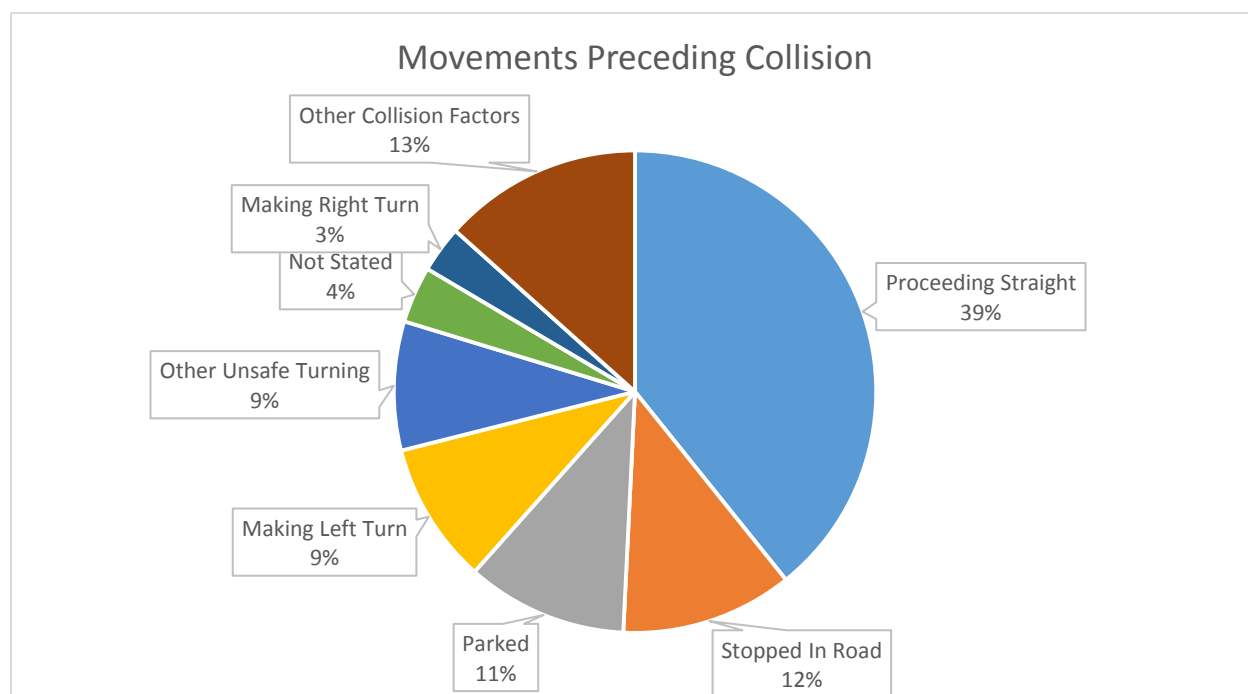
Map data ©2017 Google, INEGI

Driving Under the Influence (DUI)

For this section, “Driving Under the Influence” is defined as “Under Alcohol Influence” or “Under Drug Influence” while driving. Approximately eight percent of all crashes involve driving under the influence of alcohol or drugs; this percentage has remained relatively steady over the past five years. However, nearly 17 percent of fatal and severe injury collisions involve DUI, and 25 percent of vehicle-to-vehicle fatal collisions involve DUI.

Movement Preceding the Collision

CHP also reports vehicular movements in collisions prior to impact. Most collisions involve proceeding straight (39 percent), a turning movement (right turn, unsafe turning, left turn combined for 21 percent), stopping in the road (12 percent), and parked vehicles (11 percent).



Other Factors

Most collisions involving a fatality or severe injury occur in clear weather conditions (89 percent) and dry roadway surface conditions (96 percent). Roadway conditions (e.g., obstructions, flooding, holes), are listed as “no unusual conditions” in 97 percent of fatal and severe injury collisions.

66 percent of all collisions occur during daylight, with another 30 percent during the dark. However, collisions in the dark and during dusk are overrepresented among collisions involving a severe injury or fatality, with 52 percent occur during daylight, 43 percent in the dark, and five percent at dusk.

SUMMARY OF CHALLENGE AREAS

Based on the preliminary data analysis, the following challenge areas have been identified as warranting additional data analysis to further pinpoint causes and patterns associated with severe injury and fatal collisions, and to target programs, resources, and infrastructure enhancements.

- **Unsafe Speeds:** Vehicle speed can be the difference between life and death in a collision. Speed is listed as a primary collision factor in 20 percent of fatal and severe collisions on unincorporated County roadways.
- **Impaired and distracted driving:** Driving under the influence of alcohol or drugs is involved in 8percent of crashes, yet is involved in 25 percent of fatal vehicle-to-vehicle collisions and 17percent of fatal or severe injury collisions across all modes. Most parties involved in a collision do not admit to distraction, however the State reports that anecdotal information indicates the number is high. This underscores the need for a coordinated approach to capture information on and to prevent distraction.
- **Hit and runs:** Approximately 25 percent of all crashes involved hit and runs. Although most do not result in severe injuries or fatalities, this indicates a need for outreach to spur behavior changes by motorists.
- **Young males:** Young males comprised a disproportionately high percentage of the party at fault in severe and fatal collisions. For example, the percentage of collisions involving young males on motorcycles suggests young males represent a critical demographic to target for programs and messaging.
- **Motorcyclists:** Twenty percent of fatal and severe collisions involved a motorcyclist. Based on preliminary County heat maps, concentrations of fatal and severe collisions were found to occur on rural or mountain roads, as well as in urban areas where a greater probability of conflicts exist due to higher vehicular densities.
- **Pedestrians:** Seventeen percent of fatal and severe collisions involved pedestrians. Young people (under age 19) and older people (55 years and over) were overrepresented in pedestrian-involved fatalities and severe injuries. Based on preliminary County heat maps, concentrations of fatal and severe collisions were found in urban areas where a greater probability of conflicts exist due to higher vehicular densities, as well as in rural areas, where higher vehicular speeds may be a factor.

To further pinpoint any significant factors and patterns that may be associated with collision types, additional analysis will need to be conducted, including community demographics, existing infrastructure (e.g., presence of bikeway, walkway, prevailing speed limit), traffic controls, and others.

PART III: CURRENT TRAFFIC SAFETY EFFORTS

The County and its partners currently administer various programs that support traffic safety through education, enforcement, engagement, engineering, and evaluation. CHP, the agency responsible for traffic enforcement in unincorporated areas, is currently providing the majority of the County's traffic safety programs in unincorporated communities. The Sheriff's Department, DHS Trauma Hospitals, DPH, DPW, and the Los Angeles County Office of Education are all involved in injury prevention efforts as well. The process of developing this report increased awareness about opportunities for collaboration between departments. Despite current efforts, it is clear that more can be done to prevent traffic deaths and severe injuries on unincorporated area roadways. Strategically focusing best-practice programs on key challenge areas, leveraging resources across agencies, and identifying new injury prevention resources will help the County reach its traffic safety goals.

Education

General Safety Tips

County departments and partners, such as CHP and DPH, have readily available educational materials such as pamphlets, flyers, and safety items (e.g. bicycle helmets, lights) that can be distributed during community events. CHP has educational materials that target different audiences and behaviors, including pedestrian safety, bicyclist safety, skateboard safety, motorcycle safety and helmet laws, distracted driving, and others.

Distracted Driving

Distracted driving, such as looking at a phone or texting while driving, continues to be a challenge area locally and statewide. CHP targets high school aged children through its "Teen Distracted Drivers Education and Enforcement" program, conducting focused safety presentations and press events. CHP's "Impact Teen Driver" program is designed to educate high school student drivers on the dangers of distracted driving. CHP also has an "Adult Distracted Drivers" program that targets all non-teen drivers to minimize distracted driving through public service announcements, public presentations, and direct community engagement at local events. DHS Trauma Hospitals have injury prevention programs designed to reduce trauma visits, many of which are focused on reducing distracted driving. These include presentations to community groups, safe driver pledges, and "Don't Text and Drive" campaigns.

Impaired (Driving Under the Influence Alcohol or Drugged) Driving

CHP and some DHS Trauma Hospitals conduct presentations to engage high school-aged students and their parents about driving under the influence through its "Every 15 Minutes" program. The program includes fatal driving under the influence (DUI) simulations and designated driver education. CHP also chairs an Intoxicated Driver Task Force, which brings community partners such as Mothers Against

Drunk Driving and law enforcement together. This program is largely supported through grant funds. Injury prevention activities at some DHS Trauma Hospitals include educational programs wherein participants visit a Trauma Hospital and morgue to learn from emergency healthcare providers and see the wreckage and carnage of crashes involving DUI.

Speed and Aggressive Driving

CHP recently received a federal traffic safety grant to develop and implement the Regulate Aggressive Driving and Reduce Speed (RADARS) program to educate motorists about the dangers of aggressive driving and actively enforce related laws. The main goal of RADARS is to reduce the number of fatal and injury traffic collisions in which speed, improper turning, and driving on the wrong side of the road are primary collision factors. The RADARS program will also focus on street racing and sideshows through enhanced enforcement paired with an active public awareness campaign.

Teenage Drivers

At the State level, young drivers are disproportionately represented in collisions. CHP has several programs that target this age group including, “Start Smart” classes that help newly licensed and soon-to-be licensed teenage drivers understand the critical responsibilities of driving and that “at-fault” collisions are 100 percent preventable. The classes create an open dialogue between law enforcement, teenage drivers, and parents or guardians.

Older Adults

Through the “Age Well, Drive Smart” program, CHP aims to reduce motor vehicle collisions and pedestrian fatalities experienced by older adults and increase seniors’ alternate transportation options. “Age Well, Drive Smart” is a free, two-hour senior driver safety/mobility class. Individuals can register for the course by contacting their local CHP office. The program is funded through a “Keeping Everyone Safe” (KEYS) grant.

Bicycle and Pedestrian Safety Education

CHP, Sheriff’s Department, DPH, DPW, and DHS Trauma Hospitals are involved in promoting safe walking and bicycling. CHP conducts safety presentations, bicycle rodeos (on-road bike classes), and gives away incentives (such as bike helmets and lights) to promote safe walking and bicycling. These activities are funded through an Office of Traffic Safety grant for the 2016-2017 period. The Sheriff’s Department, through a new grant from the Office of Traffic Safety, will be conducting additional bicycle and pedestrian safety skills classes at elementary schools. This program will be available in 17 incorporated cities during 2017-2018. DPH conducts bicycle safety education workshops as part of Parks After Dark programming and distributes bicycle helmets, lights, and locks, as part of a grant from Caltrans. DPW has in the past been awarded Safe Routes to Schools grant funds for bicycle and pedestrian encouragement

programs. Although not an ongoing program, future grant opportunities may be available to support an educational program. Several DHS Trauma Hospitals offer pedestrian safety classes for students, and distribute incentive safety items such as helmets and reflective back packs.

Suggested Routes to School

School-aged children are particularly vulnerable in the case of a collision. To enhance the safety of school-aged children and their parents, DPW has maps of suggested walking routes to schools that identify suggested crossings and prioritize routes that include traffic controls. These maps are updated periodically with changes, such as new crossing guard locations.

Motorcycle Riders

CHP works to reduce the number of motorcycle-involved collision deaths and injuries through a combination of increased enforcement in areas with high incident numbers and motorcycle education and awareness. Through the grant funded “Have a Good Ride” program, CHP conducts motorcycle education classes, training approximately 60,000 riders per year across California at over 100 training sites. CHP also conducts public safety announcements via Internet, radio, and movie theaters during Motorcycle Safety Awareness Month (May), other motorcycle-heavy holidays (Memorial Day and Fourth of July), and designated motorcycle events. Messages focus on speeding, improper turning, and driving under the influence of alcohol and/or drugs.

Child Passenger Safety

Ensuring children are properly restrained can reduce injuries and fatalities during a collision. DPH funds agencies to host two-hour child passenger safety workshops on how to correctly install a car seat. The workshops are available in English and Spanish every month, and free or low-cost car seats are given to families that show proof of hardship. Funding for this program is based on citation fines. DPH intends to pursue Office of Traffic Safety grants to expand the program. DPH has also highlighted a need to provide ongoing child passenger safety education to the County workforce, especially those that transport children. DPH staff recently started collaborating with the Department of Children and Family Services to ensure staff that transport children are trained on best practices in child passenger safety. Since January 2016, approximately 500 newly hired social workers and human service aides have been trained.

CHP also has a Child Passenger Safety Program which includes child passenger safety check-up events to promote correct usage of child restraint systems; inspection of child passenger safety seats; educational classes at daycare centers, preschools, and elementary schools; and distribution of child passenger safety seats to people in need. In addition, CHP certifies personnel as child passenger safety technicians through training courses. Additionally, DHS Trauma Hospitals also provide child passenger safety classes and checks on a quarterly basis.

Enforcement

Directed Traffic Enforcement

CHP is responsible for traffic enforcement on unincorporated Los Angeles County roadways; the Sheriff's Department is responsible for traffic enforcement in 42 contract cities within Los Angeles County, many of which border unincorporated areas. The Sheriff's Department and CHP work collaboratively to conduct targeted traffic enforcement based on community concerns and data analysis identified by County departments, such as DPW.

Impaired Driving

Both CHP and Sheriff's Department target impaired driving as part of regular traffic enforcement duties. The Sheriff's Department conducts DUI checkpoints, locations where officers stop vehicles at designated locations to ascertain whether drivers may be under the influence of drugs or alcohol. This program is typically funded through grants and/or local jurisdiction funds. In 2017-2018, the Sheriff's Department has funding to do checkpoints, saturation patrols, and additional DUI enforcement in 17 contract jurisdictions. The Sheriff's Department has found DUI checkpoints to be an effective enforcement and education approach. Compliance rates have increased over time, and anecdotally, officers have observed an increase in use of rideshare services like Uber and Lyft. Using grant funding, CHP is currently conducting DUI/Driver's License Check Points throughout Los Angeles County communities, as well as traffic safety presentations at public venues in unincorporated areas that focus on the dangers of impaired driving.

Seatbelt Use

Increasing seatbelt use among all passengers in a vehicle can help reduce the likelihood of an injury or fatality in a collision scenario. The Sheriff's Department engages in "Click it or Ticket" enforcement in contracted incorporated cities. If the driver or passengers in a vehicle are not wearing seatbelts, officers can issue a citation. Enforcement of seatbelt use is conducted as part of general traffic enforcement duties. The "Click it or Ticket" campaign has a statewide and national presence. CHP plans to participate in the "Click it or Ticket" campaign by conducting a well-publicized statewide seat belt enforcement from May 22 to June 4, 2017, focusing enforcement in low compliance areas throughout California.

Collision Response

CHP responds to collisions on unincorporated County roadways. CHP Officers are responsible for completing incident reports, coordinating with other agencies, and clearing the scene of a collision.

Automated Red Light Photo Enforcement

DPW operates automated red light photo enforcement at several signalized intersections in unincorporated areas that have high rates of collisions caused by red-light running. DPW continues to

monitor and identify signalized intersections to identify those that no longer need photo enforcement and also those that may benefit from it. CHP plays a key role in the success of the Automated Red Light Photo Enforcement Program, as it is responsible for the review of photos, approval of citations, checking time and speed charts, and appearances in court.

Adult Crossing Guard Program

The County's Office of Education operates an Adult Crossing Guard Program, which assigns crossing guards for elementary and middle school-aged pedestrians at locations that meet Board-approved criteria. DPW conducts traffic studies based on requests by local school districts and other entities within the unincorporated areas to determine whether crossing guard services meet the minimum criteria. Currently, there are approximately 220 locations in County unincorporated areas that are serviced by crossing guards.

Speed Enforcement

DPW conducts Engineering and Traffic Surveys for unincorporated roads. According to the California Vehicle Code, there must be a current Engineering and Traffic Survey in order to legally use radar for speed enforcement. These surveys establish the appropriate speed limit and must be updated every seven years. Currently, nearly 200 radar routes exist to assist CHP in speed enforcement. In addition, DPW has several radar speed trailers that build driver awareness of the speeds at which they are traveling in order to discourage speeding. These are deployed temporarily at key locations throughout unincorporated areas of the County.

Engagement (Community Outreach & Communications)

Monthly Awareness Campaigns

CHP conducts awareness campaigns on a different topic each month; for example, April is Distracted Driving Month. CHP broadly distributes messaging through press releases, television and radio media interviews, video public safety announcements, and social media.

Freeway and Highway Changeable Message Signs

Transportation Management Centers (TMC) are control centers for California's urban freeway and highway systems and are operated in partnership with CHP and the California Department of Transportation. Real-time traffic information is gathered 24 hours a day from several sources, including electronic sensors in the pavement, freeway call boxes, and video cameras. TMCs operate changeable message signs along the freeways and highways. These signs provide helpful information, including road closures due to traffic collisions, inclement weather advisories, and traffic safety messages. In 2015, messages focused on speeding included: "Slow Down and Save a Life," "Slow for the Cone Zone," "Move Over or Slow for Workers - It's the Law," and "Fines Increased in Work Zones - Slow Down".

Community-based Law Enforcement

Officers from CHP and the Sheriff's Department participate in various community events and programs. These events serve as a way to build trust between law enforcement and the community, and as an opportunity to distribute educational materials. The Sheriff's Department participates in the Los Angeles County Bicycle Coalition's "Ask an Officer" events, where bicyclists can engage directly with Officers about bicycle safety and the rules of the road. CHP, Sheriff's Department, and local school police participate in events, such as International Walk to School Day, a day where students are encouraged to walk to school, and National Night Out, an annual community-building campaign that promotes police-community partnerships through block parties and festivals.

Engineering

Traffic Investigation Studies

Each year, DPW reviews approximately 1,200 locations in the unincorporated areas to ensure proper traffic signs, roadway markings, and signals are in place. These traffic studies are generated by requests from constituents who are concerned about traffic safety in their neighborhoods. After collecting and analyzing data, DPW's traffic engineers design and implement traffic controls, such as signs, speed humps, and traffic signals to facilitate traffic safety.

Evaluation & Data

As described in Part II, various County departments collect data on traffic safety and use this data in their own programs to guide implementation.

PART IV: RECOMMENDED STRATEGIES AND ACTIONS

A County Vision Zero initiative would draw upon the collective expertise and resources of multiple departments to address this major public health concern. The initiative would employ a data-driven approach, proven and innovative practices, and the synergistic alignment of efforts between departments. It would engage community stakeholders to develop targeted solutions and implement strategies for traffic safety education, engineering, and enforcement. The initiative would also evaluate results to gauge success and modify programs as necessary to optimize impact.

A successful initiative will require additional resources. Since the Board motion directing the development of this report, County departments collaborated on two grant proposals that, if awarded, would help fund several of the initiative's immediate strategies and actions listed below. DPW submitted a grant proposal to Southern California Association of Governments (SCAG) on November 18, 2016 requesting support for the development of a Vision Zero Action Plan. DPH submitted a grant proposal to SCAG on the same date requesting support for the development of a Vision Zero Communications Plan, as well as support for a press event to launch a Vision Zero initiative. If SCAG awards these grants, funding will begin in July 2017. Additionally, DPW has already been selected for a Highway Safety Improvement Program grant to conduct additional collisions analysis. County departments will continue to collaborate on opportunities to seek grant funding for traffic safety initiatives, such as those described in Appendix A. However, dedicated funding will be necessary to expand traffic safety efforts and project implementation beyond current County and partner efforts.

The strategies and actions below describe specific next steps that would support the County in moving forward with an effective Vision Zero initiative.

Develop a Vision Zero Steering Committee and partnership structure (February – May 2017). A Vision Zero Steering Committee is needed to guide the implementation of Vision Zero programs and work with the Board to secure long-term funding to achieve Vision Zero objectives. This steering committee should convene under the joint direction of DPH and DPW, and include LACFD, LASD, DHS, DRP, CEO, and CHP. A broader partnership structure should be created that includes regional stakeholders and community partners.

Collaboration with internal and external partners will help ensure a successful Vision Zero initiative. A first step will be to create a partnership structure that can guide the development and implementation of Vision Zero programs and help identify and leverage resources. Regional partners may include SCAG, the Los Angeles County Metropolitan Transportation Authority, and the City of Los Angeles. State partners may include CHP, Office of Traffic Safety, Caltrans, and the Department of Motor Vehicles. Key community partners may include trauma hospitals, the American Automobile Association (AAA),

Mothers Against Drunk Driving (MADD), the Los Angeles County Bicycle Coalition (LACBC), and other community based organizations. A key lesson learned from the City of Los Angeles is the need for a single point-person and agency to provide coordinate a broad group of stakeholders.

Develop a Vision Zero Action Plan (May 2017 – May 2018). A Vision Zero Action Plan for unincorporated Los Angeles County would identify specific engineering, enforcement, education, evaluation, and engagement strategies, along with timelines for implementation. Best practices from other jurisdictions indicate that having a completed Action Plan prepared before Vision Zero is publicly launched is critical. This allows for clear communication on the strategies and actions that will be prioritized to reduce traffic deaths and severe injuries. The Action Plan would be based on a literature and best practice reviews to identify effective strategies used by other jurisdictions. The Action Plan would target specific challenge areas (e.g. speeding), geographic areas (e.g. dense, urban areas) and demographic groups (e.g. young males) associated with concentrations of collisions involving fatalities and severe injuries in unincorporated areas. Development of the Action Plan would include outreach and engagement with community partners, County departments, partner agencies, and other stakeholders to seek input about the most effective strategies for reducing traffic deaths and severe injuries in unincorporated areas.

Prioritize interventions to address traffic fatalities; identify future analysis needs (February 2017 – ongoing).

Vision Zero programs are data-driven and aim to implement context sensitive solutions for specific problems. This requires a holistic picture that goes beyond collision records and incorporates additional quantitative and qualitative data. For example, engaging with community members may indicate that collisions are being underreported in a certain neighborhood, which may be further confirmed by reviewing hospital intake data and conducting additional community surveys. Without a multi-pronged data analysis approach, areas experiencing severe and fatal collisions may be left out inadvertently or proposed solutions may not be in line with other community goals. This points to several data needs:

- Incorporate data from other County departments and regional partners to develop a more complete picture of traffic safety. This could also include data models to further understand appropriate engineering or program countermeasures.
- Engage community partners to understand and “ground truth” traffic safety issues and collect qualitative data. This process will help validate existing data, identify additional data sources, and implement community-driven projects.
- Bring data experts and community experts together to prioritize types of analysis and an implementation approach. This involves a joint conversation among many partners to identify how data can be used creatively and applied to problem-solving.
- Consider long-term data collection needs for all modes of travel, such as bicycle and pedestrian volumes.

Develop metrics and targets (June 2017). To gauge the success of this initiative, measurable metrics and targets can be developed for the County, similar to those utilized by the California Strategic Highway Safety (CSHS). CSHS is a government-led statewide safety plan for reducing traffic fatalities and severe injuries on all public roads. The County should establish metrics and a monitoring system to ensure progress toward achieving these objectives.

Develop and implement a Vision Zero Communications Plan (July 2017 – December 2018). A comprehensive Vision Zero Communications Plan would position the County to effectively use a variety of innovative and culturally appropriate communication techniques aimed at behavior change around traffic safety. This Communications Plan would include the development of a Vision Zero website, public service announcements, branding, fact sheets, social and digital media, press kits, and talking points, and would include strategies for ongoing public education and outreach. Communications strategies could include leveraging existing media materials (e.g. from City of Los Angeles), as well as low-cost advertisement space on County bus shelters and bus circulars. The communications approach should reflect the diverse populations of Los Angeles County and address ways to reach audiences in a wide variety of geographies and languages.

Hold a press event to launch Vision Zero (June 2018). Once an Action Plan and Communications Plan are prepared and a website has been launched, a Vision Zero press event would help bring attention to the County’s multi-sector campaign to reduce traffic deaths and severe injuries, and highlight future traffic safety initiatives. The event could feature elected officials, department and agency directors, community-based organizations, and survivors of traffic crashes.

Develop a regional approach to Vision Zero messaging and strategy implementation (February 2017 – ongoing). The unincorporated areas are disparate “islands” that vary in geography, climate, demographics, and land uses. A campaign to reduce traffic deaths would be most effective if behavior change messages were well-aligned and coordinated across the region, especially given that unincorporated area residents travel widely as part of their daily lives. Coordinating the County’s Vision Zero messaging with those of the Los Angeles County Metropolitan Transportation Authority, SCAG, the City of Los Angeles, and other jurisdictions, would have the greatest influence on social norms and encourage behavior change. Similarly, the County’s engineering, enforcement, and education strategies should be implemented in close coordination with regional partners to increase success.

Develop a cross-agency legislative and policy strategy (January 2018 – ongoing). Strategies to address several traffic safety problems may require changes in State legislation. For example, automated speed enforcement, cameras that capture speeding and issue an automated citation, is not legal in California but has been shown to be effective in other states. The County could coordinate with other jurisdictions

and agencies to explore common legislative and policy solutions that would enhance traffic safety regionally.

Promote a culture of traffic safety within the County family (June 2018 – ongoing). Reducing traffic deaths and severe injuries requires community-wide awareness and behavior change, as well as an institutional focus on traffic safety. People driving, walking, bicycling, and riding motorcycles face choices every day, such as whether to speed while driving or use their cell phones while in a crosswalk. Likewise, County staff make choices that impact traffic safety when planning and designing communities, and when developing education and enforcement programs. The County could help to promote choices that prioritize traffic safety through messaging aimed at the County workforce in County newsletters and on department websites. Similarly, a broad, shared policy direction would help ensure all County Departments have the opportunity to promote traffic safety.

APPENDIX A - FUNDING OPPORTUNITIES

Jurisdictions typically fund their efforts through a combination of grant resources, general funds, and changing existing internal processes or programs to align more closely with the Vision Zero program. The summary below highlights potential sources of funding and their uses that the County could pursue to support a Vision Zero effort. The County already pursues these sources for other transportation and safety projects.

State Highway Users Tax

The State Highway Users Tax, commonly referred to as the gasoline tax, is the primary source of funds DPW uses for ongoing operation and maintenance of roadways, safety projects and programs, and transportation improvement projects. The County's gasoline tax revenues have dropped from about \$190 million in fiscal year (FY) 2014-15 to about \$150 million in FY 2015-16, and are projected to be only about \$144 million in FY 2016-17 and FY 2017-18. This downward trend is expected to continue without State legislative action.

Measure R Local Return

Measure R is a half-cent County transportation sales tax, passed in 2008. The County receives approximately \$13 million annually. The funds, which are administered by the Los Angeles County Metropolitan Transportation Authority, can be used for all types of roadway projects and some non-infrastructure programs, including those that promote traffic safety.

Measure M Local Return

Measure M was passed by voters in November 2016 and is another half-cent County transportation sales tax that will begin July 1, 2017. The funds will be administered by the Los Angeles County Metropolitan Transportation Authority. There is a local return portion of Measure M that will distribute a percentage of the sales tax collected to Los Angeles County starting September 2017. The County expects to receive approximately \$14 million annually. Allocations and eligible projects have not yet been specified in detail. The County expects traffic safety projects to be an eligible use of funds.

Highway Safety Improvement Program (HSIP)

This Federally-funded program is a component of the "Moving Ahead for Progress in the 21st Century Act (MAP-21)" and funds safety improvements. The program is administered by the State of California Department of Transportation on behalf of the Federal Highway Administration. DPW regularly applies for engineering projects through this source. Competitive projects are those that show high safety benefits (e.g. high crash reduction or modification factors) compared to project cost.

Office of Traffic Safety (OTS) Grants

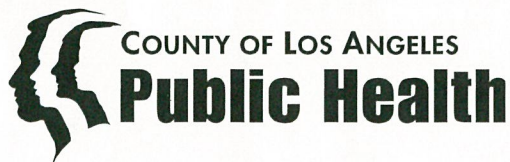
The State's Office of Traffic Safety (OTS) offers grants to address distracted driving, alcohol impaired driving, motorcycle safety, and pedestrian and bicycle safety. OTS grants are a primary source of funding for the programs administered by CHP and Sheriff's Department, which are described within the report. OTS grants are on a two-year cycle, and can be challenging to administer.

Active Transportation Program

The Active Transportation Program (ATP) is administered by the California Department of Transportation (Caltrans). The purpose of the ATP is to encourage increased use of active modes of transportation (walking and bicycling), among all ages, and aims to increase the safety and mobility of non-motorized users through non-infrastructure programs and engineering projects. To date, this grant has been administered annually. DPW and DPH have applied for this grant in the past, and DPW applies for it regularly to build projects that promote safety.

Southern California Association of Governments

The Southern California Association of Governments (SCAG) administers a Sustainability Planning Grant program, which funds planning and media campaigns related to active transportation, integrated land use, and green region initiatives (e.g. climate action plans, GHG reduction programs). The program provides direct technical assistance, rather than funds, which reduces the County's administrative burden. DPW applied for this program in November 2016 to support a media campaign and a Vision Zero Action Plan.



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March 16, 2017

TO: Each Supervisor

FROM: Barbara Ferrer, Ph.D., M.P.H., M.Ed.
Director, Public Health

Mark Pestrella, PE
Director of Public Works

SUBJECT: **REPORT BACK ON VISION ZERO MOTION (Item 41-B)**

On February 14, 2017, your Board approved a motion instructing the Departments of Public Health (DPH) and Public Works (DPW), in collaboration with other County departments and stakeholder agencies and nonprofit organizations, to: (1) implement the recommended strategies and actions described in the Vision Zero Report dated February 10, 2017, (2) establish a Vision Zero Steering Committee to coordinate and implement the initiative, (3) develop a Vision Zero Action Plan for unincorporated Los Angeles County, and (4) identify opportunities to secure long-term funding to sustain the Vision Zero initiative. The motion was approved as amended to include a report back with responses to questions from your Board.

To ensure that responses are based on best practices from other jurisdictions, as requested, meetings were conducted with representatives from the following organizations: City of Los Angeles Department of Transportation (LADOT), City of San Francisco Department of Public Health, and the national non-profit Vision Zero Network (VZN), which publishes briefs on best practices in Vision Zero implementation.

Prioritizing Safety with Existing Resources

Adopting a Vision Zero approach means acknowledging that business as usual is not enough and that systemic changes are needed in our traffic safety efforts to make meaningful progress. Central to this approach is the identification of potential safety problems on roadways and subsequent use of resources in a proactive and data-driven manner to implement solutions.

For transportation departments, this means using available resources to implement a capital improvement program that implements specific, data-driven safety improvements. For law enforcement agencies, enforcement efforts need to focus on the most dangerous traffic behaviors, such as speeding and driving under the influence. For education efforts, communication strategies need to target behaviors and populations most associated with collisions. Taken together, a new Vision Zero initiative can be initiated by shifting and better coordinating available resources for a more intentional safety focus.

Vision Zero Program Scope

Your Board requested information about the scope of the County's Vision Zero program and the total budget being allocated in terms of staff, communication plan, and corrective actions. A description of the program's general framework scope and resource needs are provided below. Because the County's Vision Zero effort is still in its preliminary stages, precise resource needs are not yet fully identified. Strategies prioritized in the Action Plan described below will inform the long-term budget needed. While departments will pursue every opportunity for grant funding, achieving reductions in traffic deaths and severe injuries may require additional County investments over the long term. It is likely that these costs will be offset by savings to the County associated with the prevention of traffic deaths and injuries, such as savings in medical costs, emergency services, legal and court costs, and congestion costs. According to the California Strategic Highway Safety Plan 2015-2019, the annual economic cost of fatalities and severe injuries in Los Angeles County as a whole is estimated at \$1.3 billion.

Vision Zero Action Plan: The Action Plan will prioritize engineering, education, engagement, enforcement, and evaluation strategies and identify responsible parties, benchmarks, and timelines for achieving progress. County departments have secured grant funding to assist in developing the Action Plan. In addition, relevant departments will be dedicating staff to participate in the planning effort.

Vision Zero Communications Plan, Public Launch, and Media: Crafting an effective communications campaign that leads to real behavior change is complicated and requires a deep understanding of the steps people and communities will need to take to shift perceptions and actions. The Vision Zero Communications Plan will include innovative and culturally appropriate communication techniques and will position the County to launch Vision Zero publicly. A continuous online and media presence will help build awareness of Vision Zero and support culture change. A successful communications strategy will coordinate the campaign and messaging with other regional traffic safety partners such as the California Highway Patrol (CHP), Los Angeles County Metropolitan Transit Authority (Metro), Southern California Association of Governments (SCAG), the City of Los Angeles, and others.

Data Analysis for Project and Program Prioritization: Vision Zero is a data-driven initiative. Many sources of data must be combined (including CHP, hospital, and emergency medical services data) and considered to develop effective programs and projects and to achieve a more complete picture of traffic safety issues. As the region continues to change, collision patterns and concentrations will change. Consistent and iterative data analysis will be imperative to ensure we are allocating resources effectively.

Infrastructure Improvement Identification, Design, Implementation, and Maintenance:

Dwindling dedicated resources for infrastructure projects present challenges to implementing existing projects, much less new Vision Zero projects. Dedicated funding for infrastructure project identification, design, implementation, and long-term operations and maintenance would allow the County to set realistic targets for safety improvements (e.g., implement a certain number of traffic safety projects annually).

Community Engagement and Community-Based Organization Support: Behavior change can only be achieved by building awareness among residents. Investments in long-term community outreach and engagement will allow us to develop more authentic relationships and culturally relevant materials. Furthermore, effective engagement and buy-in from community partners will allow safety projects, such as infrastructure improvements, to be promoted and more effectively implemented.

Program Expansion and/or Development and Implementation: Currently, the County and its partners have education, enforcement, and evaluation programs that support traffic safety goals. Some are implemented through competitive grant funds and others have dedicated funding. Through best practices research, the County and its partners will identify opportunities to expand the reach of our most effective programs and, as needed, develop new programs.

Dedicated Staff in Departments and Partner Agencies: Lead staff from each partner department or agency will be necessary to implement the Vision Zero Action Plan and sustain the initiative. Staff are needed to convene, facilitate, and organize meetings; coordinate County staff and regional and community partners; oversee communications efforts; develop and implement programs and action plans; identify, design, and implement infrastructure improvements; collect, analyze, and maintain high-quality data and communicate this information across a diverse body of stakeholders; and engage in and oversee community outreach.

Grant Writing and Administration: County departments have and will continue to seek grant funding sources to support traffic safety efforts, public education and outreach, and enhanced enforcement. This requires dedicated staff time to pursue and administer grants to support all program activities.

Potential Revenue Streams to Support Vision Zero

Your Board requested information about potential ongoing revenue sources for the County's Vision Zero initiative. DPW has identified the following opportunities for financing the County's Vision Zero efforts.

Senate Bill 1: If enacted, the bill would provide an additional \$200 million in annual funding to the County for the first 3 years for the repair and preservation of streets and roads, safety enhancement projects, active transportation, and other general transportation infrastructure needs. This is the most promising opportunity for continuing long-term financing for staffing and implementation of Vision Zero initiatives.

Measure M: This measure is the new half-cent transportation sales tax approved by Los Angeles County voters in November 2016, which allocates approximately \$3.5 billion over 40 years to Metro and the County's subregions for various active transportation, first/last mile, complete

streets, and modal connectivity programs and projects. Measure M does not provide for a specific formula allocation of these funds to the County or cities. However, through its presence and participation in essentially all of the subregions, the County will be well-positioned to advocate for funding of eligible projects that incorporate Vision Zero initiatives.

Grant Funds: The County will continue to apply for various competitive grant programs to support Vision Zero, such as those offered by the State's Highway Safety Improvement and Active Transportation Programs. Grant funds are available for public education and outreach efforts, and potential sources include the State Office of Traffic Safety and SCAG. General funds may be needed for any local matches required by these grants. In addition, grant funds will be sought to support ongoing coordination of the Vision Zero initiative within the County.

County Transportation Funds: Ongoing funds eligible to staff to implement Vision Zero initiatives include Road funds (gas tax), Proposition C Local Return (with nexus to transit), Measure R Local Return, and Measure M Local Return for which revenue begins in FY 2017-18.

The County's Road funds, Proposition C Local Return, and Measure R Local Return funds are currently fully committed to ongoing operation, maintenance, and safety programs critical to the quality of life in unincorporated communities and to Supervisorial District Transportation Improvement Program (TIP) projects. Due to the steady decline of the County's gasoline tax revenues from \$190 million in FY 2014-15 to a projected \$143 million in FY 2017-18, DPW has had to defer \$74 million in previously planned TIP projects and place a heavier burden of TIP financing on the limited Proposition C and Measure R Local Return funds and future Measure M Local Return proceeds. Further, Measure M has a requirement that local agencies contribute 3 percent of the cost of the new Measure M transit lines in their jurisdictions. The County's obligation for this is estimated to exceed \$62 million through year 2029.

Vision Zero Budget Allocations in the City of Los Angeles

Vision Zero jurisdictions take a combination of approaches for funding, including both dedicated annual funding and grant funding. Approaches to start-up costs vary across jurisdictions.

In the City of Los Angeles, the LADOT initially assigned Vision Zero to existing engineering staff, but soon after hired a Principal Project Coordinator to lead the initiative full-time. The Principal Project Coordinator previously led the Mayor's Great Streets Initiative, had experience leading cross-departmental efforts, and was given authority to work with other department directors to incorporate Vision Zero into their existing work.

The City of Los Angeles 2016-2017 budget dedicates \$3.6 million for Vision Zero projects, programs, and staff salaries. These funds were allocated through an innovative inter-departmental budget process within several months of publicly launching Vision Zero.

The City of Los Angeles 2016-2017 Vision Zero funds are being distributed as follows:

- \$2.5 million to LADOT: Continuous funding for six Vision Zero staff, street maintenance, safety improvement projects, and speed zone survey work on the City's high-injury network.
- \$264,000 to Bureau of Engineering (BOE): Engineering design and survey work and staff to manage safety projects on the high-injury network.

- \$316,000 to Bureau of Street Lighting (BSL): Staff and street lighting projects along the high-injury network and at top 50 schools in the Safe Routes to Schools Program.
- \$500,000 to Bureau of Street Services (BSS): Construction of safety improvements, such as pedestrian refuge islands, and installation of curb ramps.

The City's current Vision Zero budget is also supplemented by the following grant funds:

- \$500,000 from the California Office of Traffic Safety for Vision Zero Education and Outreach
- \$1 million from the California Active Transportation Program for a Vision Zero Education Campaign, which is part of a larger \$2.2 million Safe Routes to School Education Programs grant
- \$400,000 from SCAG for ongoing education and outreach campaign activities

Location of County Vision Zero Efforts

Your Board sought information on where the County's Vision Zero initiative would be located, within DPW or DPH, and how other jurisdictions have approached this issue. Vision Zero requires multiple sectors to come together to share and use data consistently, define clear responsibilities, break down silos, participate in joint decision making, develop shared objectives, and unite behind common goals. Fostering a sense of shared ownership for Vision Zero outcomes is necessary for success. In this sense, each involved agency must play a lead role.

As the County's transportation agency responsible for building and maintaining unincorporated area roadways, DPW must play a leading role in this initiative. Vision Zero is based on the understanding that the speed at which pedestrians, bicyclists, or vehicle occupants are struck is the fundamental factor in the severity of injuries sustained. As current law prohibits agencies from arbitrarily setting or lowering speed limits, the County's expanding transportation system must be designed to discourage speeding and additional roadway features must be incorporated into our existing roadway networks to promote safe behavior and protect human life. DPW has developed a Collision Geodatabase capable of mapping locations where traffic collisions have occurred and identifying hot spots experiencing high concentrations of collisions. For these reasons, strong leadership from DPW is paramount.

As the County's public health agency, DPH's mission is to protect lives and promote health. DPH staff members are trained in conducting population-level analysis and surveillance and in collaborating with a wide array of stakeholders, such as local jurisdictions, regional agencies, and community stakeholders. DPH regularly plays the role of "backbone organization" on efforts requiring multiple sectors to commit to a common agenda to solve a specific health or social problem. Effective backbone support includes guiding vision and strategy; convening, facilitating, and coordinating meetings and aligned activities; establishing shared measurement practices; building public will; advancing strategic policy; and mobilizing funding. DPH staff have extensive experience leading such cross-sector initiatives. For these reasons, strong leadership from DPH is also paramount.

DPH and DPW recommend basing the Vision Zero Initiative leadership structure on the City of San Francisco's model. In San Francisco, the transportation and public health agencies co-lead the City's Vision Zero Task Force and have worked together to identify resources to fund the

initiative's activities. San Francisco's agencies credit this partnership with providing essential leadership in breaking down silos and advancing Vision Zero programs.

Another key lesson learned from other jurisdictions is the need for a single point-person and agency to coordinate the initiative. Therefore, DPW will allocate existing engineering staff to serve as the initial County Vision Zero Coordinator. As the initiative progresses, additional resources for dedicated Vision Zero staff may be required.

Partnering with Neighboring Cities

Your Board has requested a status update on collaborative efforts with "hot-spot" cities and how we can leverage our resources in partnership with these cities.

Existing Relationships and Resources

Many County departments are currently working with our local jurisdictions in different capacities that could be leveraged for the Vision Zero initiative.

Chief Executive Office: Has general services agreements with all cities within the County except for the City of Los Angeles. These agreements provide a mechanism for the cities to contract with County departments for services

DPW: Provides traffic advisory services to some contract cities under the general services agreements. Local jurisdictions can pay DPW to provide engineering design service support for a project in their own jurisdiction. In addition, DPW often works with jurisdictions that border unincorporated communities on project development and scoping. DPW also participates in regional groups where other jurisdictions have a presence, including Metro's Streets and Freeways Committee, Subregional Councils of Governments (COGs) meetings, and others.

DPH: Provides pass-through grant funding and technical assistance to County jurisdictions for a variety of health-focused initiatives, including active transportation planning; policy efforts related to tobacco prevention, nutrition education, and access to healthy foods; and organization of emergency response and communicable disease response. DPH serves as the Public Health Department for 85 of the 88 incorporated cities in the County, excluding Long Beach, Pasadena, and Vernon, and also works regularly with community-based organizations across the County. DPH is currently working closely with the City of Los Angeles on its Vision Zero Initiative.

CHP: Provides traffic enforcement services to unincorporated area communities, but also provides services and implements educational programs targeting other Los Angeles County jurisdictions.

Sheriff's Department: Provides crime enforcement services to unincorporated areas. For certain contracted incorporated jurisdictions, the Sheriff's Department provides both crime and traffic enforcement services.

Department of Health Services: Provides hospital services for all of the County, including residents of incorporated cities.

Fire Department: Provides services for unincorporated communities, and also provides fire services to additional Los Angeles County jurisdictions on a contract basis.

Leveraging Resources and Partnering

The County already collaborates with other jurisdictions and intends to continue doing so within the Vision Zero initiative. Several Los Angeles County jurisdictions have moved ahead with their own Vision Zero initiatives and can provide lessons learned and resources, such as media campaigns and project linkages. These jurisdictions include Los Angeles, Long Beach, and Santa Monica.

In order for the County to effectively promote Vision Zero broadly and provide supportive services to other jurisdictions, it must focus initially on creating a broader understanding of Vision Zero among County departments, establishing cross-agency/departmental relationships, institutionalizing approaches, and identifying short- and long-term resources for an unincorporated area effort. Once the County has a well-articulated and understood Vision Zero plan and has built broader relationships with existing Vision Zero cities and regional agencies, it will be in a better position to support other cities in traffic safety efforts.

Future opportunities where the County could play a supportive role include:

- Providing countywide data gathering and analysis services
- Designing regional projects that traverse multiple jurisdictions
- Providing creative concept material for use by incorporated jurisdictions
- Speaking at Subregional Councils of Governments to emphasize a traffic safety lens in project identification, development, and implementation
- Hosting learning opportunities for local jurisdiction staff, such as trainings and webinars
- Coordinating enforcement efforts more closely (e.g., Driving Under the Influence (DUI) Checkpoint deployment)

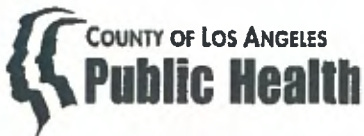
Summarizing Data

Your Board requested information about further geographic breakdown of persons who have been killed or severely injured in unincorporated areas. As the County moves forward with Vision Zero, it may be useful to sort data by certain communities or geographic areas, such as Service Planning Areas, within which disproportionately high levels of collisions have occurred. Currently, the DPW's Vision Zero GIS Application includes point-specific collision data that can be grouped in a number of ways, such as primary collision factor, involved parties, mode of travel, and gender. Boundary data could be added to this application in the future, as needed, to help define next steps in program development, implementation, and resource allocation.

We will develop an annual progress report to your Board on Vision Zero implementation, including trends in traffic deaths and severe injuries, the status of our Vision Zero Action Plan, and a description of detailed resource needs. If you have any questions or need additional information, please let us know.

BF:ja

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors



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January 26, 2018

TO: Each Supervisor

FROM: Mark Pestrella 
Director of Public Works

Barbara Ferrer, Ph.D., M.P.H., M.Ed.
Director of Public Health 

SUBJECT: **2017 ANNUAL REPORT BOARD MOTION OF FEBRUARY 14, 2017,
AGENDA ITEM 41-B IMPLEMENTING VISION ZERO**

On February 14, 2017, your Board approved a motion instructing the Departments of Public Works (DPW) and Public Health (DPH), in collaboration with other County departments, stakeholder agencies, and nonprofit organizations to:

- Implement the recommended strategies and actions described in the Vision Zero Report and Board memo dated February 10, 2017;
- Develop a Vision Zero Steering Committee and partnership structure;
- Develop a Vision Zero Action Plan for unincorporated County communities; and
- Identify opportunities to secure long-term funding to sustain the Vision Zero initiative.

The motion was approved as amended to include responses to the Supervisors' questions that were provided in a Board memo dated March 16, 2017. The March Board memo stated that our Departments would develop an annual progress report to the Board on Vision Zero implementation, including trends in traffic deaths and severe injuries, the status of our Action Plan, and a description of detailed resource needs. This report provides an overview of progress in 2017.

I. STEERING COMMITTEE AND PARTNERSHIP STRUCTURE

Vision Zero Core Team

The Vision Zero Core Team is composed of staff and administration from the initiative's co-leading Departments, DPW and DPH. The Core Team is tasked with guiding the development and

implementation of Vision Zero strategies and programs and met ten times in 2017. Our Departments collaboratively developed a guide for the development of the Action Plan and related communications efforts, discussed collision data analysis strategies, analyzed Action Plans from other jurisdictions to identify best practices, pursued grant opportunities, and coordinated numerous meetings with internal and external partners. It is anticipated that the Core Team will meet monthly throughout 2018.

Vision Zero Action Plan Advisory Committee (APAC)

The Vision Zero APAC is a multiagency group co-led by DPW and DPH. The APAC includes staff and administration from the Fire Department, Sheriff's Department, Department of Health Services, the Department of Regional Planning, the Chief Executive Office, California Highway Patrol (CHP), and representatives from each of the Board offices. The APAC convened twice in 2017. The main purpose of the meetings was to engage internal stakeholders in the Vision Zero initiative and discuss agency roles. Discussions centered on data collection, Action Plan development, community engagement, goals, metrics, and benchmarking. It is anticipated that the APAC will meet four to six times in 2018.

Internal and External Partnerships

Collaboration with internal and external partners is very important as the Vision Zero initiative takes form. In 2017, DPH and DPW arranged individual meetings with 11 community-based organizations (CBOs), nonprofit agencies, and special interest groups, including Bike San Gabriel Valley, The Automobile Club, Advancement Project, Multicultural Communities for Mobility, Safe Routes to School National Partnership, California Walks, Prevention Institute, the American Association of Retired Persons, the Los Angeles Bicycle Coalition, Los Angeles Walks, and Investing in Place.

The meetings with the CBOs, nonprofit agencies, and special interest groups resulted in feedback on the process for their involvement in the development and implementation of the Action Plan and how best to engage the broader community. We also requested their input on Vision Zero strategies and best practices, as many of them have been involved in similar efforts in other jurisdictions. In 2018, we anticipate hosting a series of meetings with these external stakeholders to solicit and vet strategies for specific Action Plan topics, such as education, enforcement, equity, and engagement.

We also met with CHP and these meetings resulted in a broader understanding of existing efforts and initial strategies, processes, and systems changes to include in the Vision Zero Action Plan. Ongoing meetings with the CHP and County departments will occur in 2018.

The information and feedback we received from our internal and external partners has informed the development of our preliminary outreach plan and will prove to be very helpful as we develop and implement the Action Plan.

II. COMMUNITY OUTREACH AND ENGAGEMENT STRATEGY

Investing in long-term community awareness strategies and gaining buy-in from community partners is paramount to the goals of Vision Zero. Preliminary data shows that several County communities appear to be hot spots for fatal and severe injury collisions. To address hot spots, a variety of countermeasures

will be deployed, such as new or modified traffic safety infrastructure, educational outreach, and focused enforcement. The success of these projects and programs is contingent upon building awareness and gaining the trust of unincorporated County area residents and creating behavior change throughout all communities.

Although a community outreach and engagement plan has not been finalized, we have discussed the following goals and strategies aimed at ensuring a transparent and efficient process during the development of an action plan:

- Informing the community about the Vision Zero initiative;
- Gathering information to shape the Action Plan strategies;
- Vetting the draft Action Plan strategies with the community and nonprofit stakeholders; and
- Creating momentum within unincorporated County communities for future engagement during the implementation of the Action Plan.

In 2017 our Departments also initiated various Vision Zero outreach tools, including a draft community survey that will be used to inform and gain support for Vision Zero. Accomplishments like this provide a solid foundation to launch a more comprehensive outreach campaign in future years. By engaging community stakeholders frequently and authentically, we anticipate support for the Vision Zero initiative will grow and produce positive change.

III. ACTION PLAN

An Action Plan for unincorporated County will serve as the roadmap for County departments and partner agencies in the implementation of specific engineering, enforcement, and education strategies to reduce traffic deaths and severe injuries toward zero. To develop this document, best practices from other jurisdictions, including the Cities of Los Angeles, New York, Philadelphia, Portland, San Francisco, Seattle, and Washington D.C., were, and will continue to be, evaluated.

A draft Action Plan outline is attached to this report (Attachment 1). It is anticipated that the Action Plan will be completed by fall 2018 with the support of a \$50,000 technical assistance grant from the Southern California Association of Governments (SCAG). Consultant interviews were conducted on November 13, 2017, and SCAG is currently conducting contract negotiations with the top candidates. It is expected that the onboarding of a consultant will occur in early 2018.

IV. TRAFFIC COLLISION DATA ANALYSIS AND INTERVENTION PRIORITIZATION

DPW maintains a traffic collision geodatabase based on reports prepared by the CHP. The collision trends that were detailed in the February 10, 2017 Board report have not changed (Attachment II). A preliminary review of the data revealed specific challenge areas that warrant additional analysis to more deeply understand the causes and patterns associated with the severe injury and fatal collision types. These include: unsafe speeds, impaired and distracted driving, and hit and runs. The young male demographic, motorcyclists, and pedestrians were also identified as high-risk groups. Further analysis and pinpointing of significant factors that may contribute to these collisions will be conducted in 2018. In November 2017, through a \$247,500 grant from the California Department of Transportation, DPW engaged a traffic consultant to assist in this effort. Additional systematic safety analysis will enable targeting of programs, resources, and infrastructure enhancements aimed at reducing fatal and severe injury collisions.

Research by and discussions between Departments occurred throughout 2017 on potential methodologies to focus our efforts. Targeted strategies for traffic safety education, engineering, and enforcement will be developed and implemented in priority areas. We intend to implement consistent evaluations and adjust strategies as needed. The DPW traffic consultant will aid in developing an intervention prioritization process. Priority areas and interventions will be data-driven, transparent to the public, and will include an equity lens.

V. METRICS AND TARGETS

Metrics and targets are essential for the County, its partners, and the public to monitor the success of the Vision Zero initiative. When the Action Plan strategies are formed, performance metrics and goals will be established and included in the Plan. Ongoing evaluation will take place to gauge the success of the County's actions and adjustments will be made where necessary to ensure positive results.

VI. COMMUNICATIONS PLAN, PRESS EVENT, AND REGIONAL MESSAGING

Communication of the Vision Zero goals, objectives, actions, and strategies will require techniques and approaches that reflect and resonate with the diverse populations of the County. In 2017 a variety of potential strategies were explored by the Core Team. These include the development of a Vision Zero website that is currently underway, public service announcements, branding, facts sheets, social and digital media, and the creation of talking points that can be used by anyone that is promoting the initiative.

DPW expects to hire a consultant in early 2018 to assist in developing a comprehensive communications plan for Vision Zero. Once on board, the Public Information Officers of each of the participating Departments, as well as our partners, will be meeting to discuss messaging strategies that could work within the unincorporated areas of the County and on a regional level. A press strategy will be a component of the communications plan, which will be a part of the Action Plan.

VII. CROSS-AGENCY LEGISLATIVE AND POLICY STRATEGY

As stated in the February 10, 2017 Board report, strategies to address traffic safety problems may require changes in State law. We had preliminary discussions on strategies that would require State legislation, including the feasibility of modifying the requirement for setting and enforcing speed limits. As collaboration among stakeholders continues to strengthen through the Action Plan development process, further stakeholder discussions will follow to collectively develop legislative proposals.

VIII. TRAFFIC SAFETY WITHIN THE COUNTY

Reducing traffic deaths and severe injuries toward zero requires awareness, buy-in, and behavior change. We can initiate these changes by engaging with County employees. County staff make choices that impact traffic safety when planning and designing communities and when developing and implementing education and enforcement programs. County staff also operate vehicles and other heavy equipment on the County's roadway network every day. It is imperative that all County staff be made aware of the Vision Zero initiative and that traffic safety is promoted consistently across County agencies.

In 2017, DPH and DPW discussed the need to identify safety measures utilized by the various County departments who operate vehicle fleets and assess whether there is data associated with any existing traffic safety programs. By analyzing data, focused program enhancements could be introduced to further promote traffic safety among the County workforce.

As a County Department that operates and maintains a large fleet of vehicles, DPW administers various traffic safety programs. For example, the “How Am I Driving?” program allows the public to report any unsafe behaviors exhibited by employees so that further action can occur, such as additional employee training. Ways to promote traffic safety among all County departments will be further explored in the upcoming year and will potentially be included in the Action Plan.

IX. FUNDING

There are several potential revenue streams to support the Vision Zero initiative; these are detailed in a March 16, 2017 report to your Board (Attachment III). These include revenues generated by the enactment of Senate Bill 1 and Measure M, County transportation funds, and various competitive grant programs. Efforts to obtain grants have been successful and we continue to pursue additional grant opportunities. For example, a \$50,000 SCAG grant was awarded to DPW to assist in the development of the Action Plan. Additionally, a \$247,500 California Department of Transportation grant will fund further collision analysis that will lead to specific traffic safety enhancement strategies.

A detailed description of resources needs will be provided when the Action Plan has been completed. We anticipate the short-term funding for start-up activities of the Vision Zero initiative to be limited and the resource needs may exceed the grants we have obtained so far. We are currently looking for other resources to address this. Simultaneously, we will continue to work with your offices and the Chief Executive Office to identify opportunities to secure long-term funding to sustain the Vision Zero initiative.

The 2019 annual report will be provided to you no later than February 14, 2019. If you have any questions or need additional information regarding the progress of the Vision Zero initiative, please let us know.

BF:MP

Attachments

c: Chief Executive Office
County Counsel
Executive Officer, Board of Supervisors

Vision Zero Action Plan Outline

Section 1 – Signed Message from the Board of Supervisors

Section 2 – Our Vision, Our Commitment

- Includes definition of Vision Zero by making mention of engineering, enforcement, education, engagement, and evaluation.
- Pictures of Department Heads/Chiefs with signatures.
- Include remarks that relate this effort to other County goals and policies (General Plan, etc.)

Section 3 – Our Guiding Principles

The following principles guide our actions and serve as the basis for our decisions:

- Equity
- Data-driven resource prioritization
- Transparency

Section 4 – Our Communities Deserve Vision Zero

- Big Picture Data Discussion
- Hotspot Data Maps
- Map with first person names tied to it to humanize the effort
- Informational graphics summarizing challenge areas:
 - Unsafe Speeds
 - Impaired and Distracted Driving
 - Hit and Runs
 - Young Males
 - Motorcycles
 - Pedestrians

Section 5 – Planning for Action

- Brief explanation of Action Plan development process with mention of core team, Vision Zero Action Plan Advisory Committee, and subcommittees, etc.

Section 6 – You Spoke, We Listened: The Action Plan Engagement Process

- Discussion of outreach process (i.e., meetings with external partners, campaign efforts, survey results, etc.)
- Plan for continuous outreach.

Section 7 – Prioritizing Safety, Mobility, and Quality of Life

- Brief discussion of prioritization methodology.
- Yielded results of prioritization methodology (i.e., disclosure/maps of high-injury networks)

Section 8 – The Vision Zero Toolbox

- Outline countermeasures (across all E's not just Engineering) that will enhance safety on unincorporated roadways.

Section 9 – Time for Action

- Include table that shows:
 - Actions, categorized by vision goals (slow streets, etc.)
 - Lead agency
 - Supporting agencies
 - Timeframe (Vision Zero Year or Fiscal Year)
 - Tracking/benchmarking metric (either specific or general direction (decreasing, increasing)
 - Related County Initiatives (General Plan)

Section 10 – Vision Zero on a Regional Level

Section 11 – Acknowledgements



Attachment II



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February 10, 2017

TO: Each Supervisor

FROM: Barbara Ferrer, Ph.D., M.P.H., M.Ed. *Barbara Ferrer*
Director

SUBJECT: **REPORT ON VISION ZERO IN LOS ANGELES COUNTY**

On October 4, 2016, your Board directed the Department of Public Health (DPH), in consultation with the County's Healthy Design Workgroup and in coordination with several County Departments, to analyze data related to traffic collisions for unincorporated County areas and report back on potential strategies and actions to implement a Vision Zero initiative for the County unincorporated areas. The attached report details the strategies, actions, and next steps that would strengthen the County's ability to prevent traffic deaths and severe injuries in unincorporated areas. It is the product of collaborative efforts of the Departments of Public Health, Public Works (DPW), Regional Planning, and Health Services; Fire Department; Sheriff's Department, Chief Executive Office, and the California Highway Patrol (CHP). Below is a summary of the report.

Background

Motor vehicle crashes (MVC) are a serious public health problem in the United States (U.S.). Compared with 19 other high-income countries, the U.S. has the highest rate of motor vehicle crash deaths, 10.3 traffic deaths per 100,000 population. The problem is getting worse; traffic deaths increased 7.2 percent nationwide and 2.4 percent in California between 2014 and 2015. Early estimates of traffic deaths for 2016 indicate a continued increase.

"Vision Zero" is a strategy that aims to reduce traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all. Vision Zero sees traffic deaths and injuries as predictable and preventable, and creates goals, measurable objectives, and timelines for eliminating them. These strategies include engineering, enforcement, education, engagement, and evaluation approaches, which require collaboration between sectors including public health, public works, communications, law enforcement, and community stakeholders. The cities of Los Angeles, San Francisco, New York, Portland, Seattle, and Chicago have established Vision Zero initiatives during the past five years.

Preliminary Data Analysis and Challenge Areas

The report provides preliminary analysis of collisions occurring on unincorporated County roadways during a five-year-eight-month period (January 1, 2011 to August 31, 2016). Analysis was based on DPW's Collision Geodatabase, which includes CHP collision data. During this period there were 63,067 distinct collisions, with 1,429 involving at least one severe injury and 300 causing a fatality. 1,566 people were severely injured (six percent of victims) and 333 were killed (one percent of victims). Collision heat maps show a concentration of pedestrian-involved fatal and severe collisions in the southern part of the County in dense urban centers, motorcycle-involved fatal and severe collisions along rural mountain roads, and both bicycle- and vehicle-involved fatal and severe collisions throughout unincorporated areas.

The report identifies key challenge areas requiring additional data analysis that will further pinpoint causes and patterns associated with severe injury and fatal collisions, and help prioritize programs and needed infrastructure enhancements as Vision Zero is implemented. Key issues include: unsafe speeds, impaired driving, distracted driving, hit and runs, young males, motorcyclists, and pedestrians. For example, if speeding is found to be a primary issue on a corridor, traffic calming strategies such as roadway reconfigurations, traffic signals, curb extensions, and enhanced speed enforcement, may be possible solutions.

Recommended Strategies and Actions

Implementation of the strategies and actions described in the attached report would establish a process, structure, and timeline for launching a County Vision Zero initiative to prevent traffic deaths and injuries in unincorporated areas. Actions include: developing a steering committee and partnership structure to implement the program; creating a Vision Zero Action plan to identify specific engineering, enforcement, engagement, education, and evaluation strategies; and working to secure funding to implement Vision Zero strategies and actions.

If you have any questions or need additional information, please let me know.

BF:ja

Attachment

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

Report to the Board of Supervisors County Vision Zero Opportunities

Prepared by the Department of Public Health

February 10, 2017

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ACKNOWLEDGMENTS

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EXECUTIVE SUMMARY

On October 4, 2016, the Board of Supervisors directed the Department of Public Health (DPH), in consultation with the County's Healthy Design Workgroup and in coordination with several County departments, to analyze data related to traffic collisions for unincorporated County areas and report back on potential strategies and actions to implement a Vision Zero initiative for the County unincorporated areas.

To develop this report, DPH convened four partner meetings with representatives from the Departments of Public Works (DPW), Fire (LACFD), Sheriff (LASD), Health Services (DHS), Regional Planning (DRP), Chief Executive Office (CEO), and the California Highway Patrol (CHP). DPH and DPW collaborated in conducting preliminary data analysis. DPH took the lead in preparing this report, which provides strategies, actions, and next steps that would strengthen the County's ability to prevent traffic deaths and severe injuries in unincorporated areas.

Background

Motor vehicle crashes (MVC) are a serious public health problem in the U.S. Compared with 19 other high-income countries, the U.S. has the highest rate of motor vehicle crash deaths (10.3 traffic deaths per 100,000 population). The problem is getting worse; traffic deaths increased 7.2 percent nationwide and 2.4 percent in California between 2014 and 2015. Early estimates of traffic deaths for 2016 indicate a continued increase.

"Vision Zero" is a strategy that aims to reduce traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all. Vision Zero assumes that traffic deaths and injuries are predictable and preventable, and creates goals, measurable objectives, and timelines for eliminating them. These strategies include engineering, enforcement, education, engagement and evaluation approaches, which require collaboration between sectors including public health, public works, communications, law enforcement and community stakeholders. The cities of Los Angeles, San Francisco, New York, Portland, Seattle, and Chicago have established Vision Zero initiatives during the past five years.

Preliminary Data Analysis and Challenge Areas

The report provides preliminary analysis of collisions occurring on unincorporated County roadways during a five-year-eight-month period (January 1, 2011 to August 31, 2016). Analysis was based on DPW's Collision Geodatabase, which includes CHP collision data. During this period there were:

- 63,067 distinct collisions involving 27,786 victims
- 1,429 collisions involved at least one severe injury

- 1,566 people severely injured (six percent of victims)
- 300 collisions involving at least one fatality
- 333 people killed (one percent of victims)

The report also identifies key challenge areas that warrant additional data analysis. Additional analysis will further pinpoint causes and patterns associated with severe injury and fatal collisions, and help prioritize programs and needed infrastructure enhancements. Challenge areas include:

- *Unsafe Speeds.* Speed was listed as a primary collision factor in 20 percent of fatal and severe collisions on unincorporated County roadways.
- *Impaired driving.* Driving under the influence of alcohol or drugs is involved in only eight percent of crashes, yet is involved in 25 percent of fatal vehicle-to-vehicle collisions and 17 percent of fatal or severe injury collisions across all modes.
- *Distracted driving.* Most parties involved in a collision do not admit to distraction, however the State reports that anecdotal information indicates the number is high. This underscores a need for a coordinated approach to capture information on and to prevent distraction.
- *Hit and runs.* Approximately 25 percent of all crashes involved hit and runs. Although most do not result in severe injuries or fatalities, this indicates a need for behavior changes by motorists.
- *Young males.* Young males comprised a disproportionately high percentage of the party at fault in severe and fatal collisions.
- *Motorcyclists.* 20 percent of fatal and severe collisions involved a motorcyclist. Concentrations of fatal and severe collisions were found on rural / mountain roads, as well as in urban areas where a greater probability of conflicts exist due to higher vehicular densities.
- *Pedestrians.* 17 percent of fatal and severe collisions involved pedestrians; youth under age 19 and people 55 years and over were overrepresented as victims. Concentrations of fatal and severe collisions were found in both urban and rural areas.

Recommended Strategies and Actions

The County team recommends the strategies, actions, and timelines outlined below.

Develop a Vision Zero Steering Committee and partnership structure (February – May 2017). A Vision Zero Steering Committee is needed to guide the implementation of Vision Zero programs and work with your Board to secure long-term funding to achieve Vision Zero objectives. This steering committee should convene under the joint direction of DPH and DPW, and include LACFD, LASD, DHS, DRP, CEO, and CHP. A broader partnership structure should be created that includes regional stakeholders and community partners.

Develop a Vision Zero Action Plan (May 2017 – May 2018). A Vision Zero Action Plan for unincorporated Los Angeles County is needed to identify specific engineering, enforcement, education, engagement and evaluation strategies and timelines. Further, the plan will communicate the strategies and actions the County will prioritize to reduce traffic deaths and severe injuries.

Prioritize interventions and identify future data analysis needs (February 2017 – ongoing).

Vision Zero programs are data-driven and aim to implement context-sensitive solutions for specific problems. Action steps include engaging community partners to “ground truth” safety issues; developing a project prioritization process; and identifying additional long-term data collection and analysis needs.

Develop metrics and targets (June 2017). To gauge the success of this initiative, develop measurable metrics and targets for the County similar to those utilized by the California Strategic Highway Safety Plan which is a government-led statewide safety plan for reducing traffic fatalities and severe injuries on all public roads. The County should establish metrics and a monitoring system to ensure progress toward achieving these objectives.

Develop and implement a Vision Zero Communications Plan (July 2017 – December 2018). A comprehensive Vision Zero Communications Plan that describes innovative and culturally appropriate communication techniques to change behavior around traffic safety is needed. This would include the development of a website, public service announcements, branding, fact sheets, social and digital media, press kits, and would include strategies for ongoing public education and outreach.

Hold a press event to launch Vision Zero (June 2018). A Vision Zero press event would bring attention to the County’s multi-sector campaign to reduce traffic deaths and severe injuries and highlight what the County does and plans to do to address the problem of traffic safety.

Develop a regional approach to messaging and strategy implementation (February 2017 – ongoing). Coordinating the County’s Vision Zero messaging with those of the Los Angeles County Metropolitan Transportation Authority, Southern California Association of Governments, City of Los Angeles, and other jurisdictions would have the greatest impact in creating behavior change.

Develop a cross-agency legislative and policy strategy (January 2018 – ongoing). Strategies to address traffic safety problems may require changes in State legislation, such as automated speed enforcement. The County should coordinate with agencies regionally to explore common legislative and policy solutions.

Promote a culture of traffic safety within the County family (June 2018 – ongoing). The County should help to promote choices that prioritize traffic safety through messaging aimed at the County workforce including messages in County newsletters, on department websites, and on County vehicles.

Secure funding to implement Vision Zero strategies and actions (February 2017 – ongoing). A single County point-person is needed to convene the Steering Committee and to coordinate with community and regional stakeholders. Funding will also be needed to develop and implement a Vision Zero Action Plan, communications strategy, and expand traffic safety efforts.

Conclusions and Next Steps

Implementing the strategies and actions described above and further in Part IV of the attached report would establish a process, structure, and timeline for launching a County Vision Zero initiative to prevent traffic deaths and injuries in unincorporated areas.

INTRODUCTION

On October 4, 2016, the Board of Supervisors directed the Department of Public Health (DPH), in consultation with the County's Healthy Design Workgroup and in coordination with several County departments, to analyze data related to traffic collisions for unincorporated County areas and report back in 120 days on potential strategies and actions to implement a Vision Zero initiative for the County unincorporated areas.

This "County Vision Zero Opportunities" Report examines how Vision Zero could be implemented within County unincorporated communities. The report is organized into four parts:

Part I: Background and Opportunities: Provides an overview of traffic-related fatalities, severe injuries, and key approaches for addressing the problem.

Part II: Preliminary Data Analysis: Describes sources of data that could support a County Vision Zero Initiative and includes preliminary findings analyzing 5-years-8 months of collision data.

Part III: Current County Traffic Safety Efforts: Provides an overview of engineering, education, engagement, enforcement, and evaluation/data programs administered by County agencies and their partners that support traffic safety in unincorporated Los Angeles County.

Part IV: Recommended Strategies and Actions: Based on County staff and partner expertise, this section describes recommended strategies and actions for a County Vision Zero initiative.

Report Development Process

To develop this report, DPH convened four partner meetings with representatives from the Departments of Public Works (DPW), Fire (LACFD), Sheriff (LASD), Health Services (DHS), Regional Planning (DRP), California Highway Patrol (CHP), and the Chief Executive Office (CEO). The goals of these meetings were to: 1) learn about the County's existing traffic safety education and enforcement programs; 2) learn about the County's existing communications resources and best practices; 3) tap County staff knowledge about how to design an effective Vision Zero initiative for unincorporated areas; and 4) get departmental input into this Board report. DPH and DPW also formed a "Core Team," which met every two weeks to prepare for the larger partner meetings and to develop this Board report.

PART I – BACKGROUND AND OPPORTUNITIES

Motor Vehicle Crashes

Motor vehicle crashes (MVC) are a serious public health problem in the United States (U.S.). Compared with 19 other high-income countries, the U.S. has the highest rate of motor vehicle crash deaths (10.3 traffic deaths per 100,000 population). More than three times as many people die in traffic crashes in the U.S. as in the United Kingdom (2.8 traffic deaths per 100,000 population). If the U.S.' MVC death rate was equivalent to the best performing country (Sweden, 2.7 per 100,000 population), an estimated 24,000 lives could be saved annually and an estimated \$281 million in direct medical costs averted.¹

There has been a general downward trend in traffic fatalities in the U.S. over the last decade. This could be related to fluctuations in gas prices and unemployment rates (when gas prices and unemployment are high, people tend to drive less) and vehicle technology that better protects passengers in the event of a collision. Unfortunately, this trend is now reversing. Traffic deaths increased 7.2 percent nationwide and 2.4 percent in California between 2014 and 2015.² Early estimates of traffic deaths for 2016 indicate a continued increase.³

In Los Angeles County as a whole, motor vehicle crashes are the leading cause of death for children five to 14 years old and the second leading cause of death for children one to four years old; young people 15 to 24 years old; and adults 25 to 44 years old. Between January 1, 2011 and August 31, 2016, at least 333 people lost their lives on roadways in County unincorporated areas and another 1,566 were severely injured.⁴ In addition to the tragic human costs, the economic cost of fatalities and severe injuries in Los Angeles County as a whole is estimated at \$1.3 billion dollars.⁵

¹ Sauber-Schatz EK, Ederer DJ, Dellinger AM, Baldwin GT. Vital Signs: Motor Vehicle Injury Prevention — United States and 19 Comparison Countries. MMWR Morb Mortal Wkly Rep 2016;65. DOI: <http://dx.doi.org/10.15585/mmwr.mm6526e1>.

² National Center for Statistics and Analysis. (2016, August). 2015 motor vehicle crashes; Overview. (Traffic Safety Facts Research Note. Report No. DOT HS 812 318) Washington, DC: National Highway Traffic Safety Administration.

³ National Center for Statistics and Analysis. (2016, September). *Early estimate of motor vehicle traffic fatalities for the first half (Jan- Jun) of 2016*. Crash Stats Brief Statistical Summary. Report No. DOT HS 812 332). Washington, DC: National Highway Traffic Safety Administration.

⁴ Data from Department of Public Works' Collision Geodatabase, based on California Highway Patrol records from 1/1/11 to 8/31/16 (analyzed 12/13/16)

⁵ California Department of Transportation. California Strategic Highway Safety Plan 2015 - 2019.

Vision Zero and Related Traffic Safety Initiatives

Vision Zero is a strategy that aims to reduce or eliminate traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has been adopted widely across Europe and is now gaining momentum in many American cities. Vision Zero creates a new vision for prioritizing street safety. Traffic deaths and severe injuries are viewed as predictable and preventable, and goals, measurable objectives, and timelines for eliminating them are created. These strategies include engineering, enforcement, education, and evaluation approaches, which require collaboration across a wide variety of sectors including public health, public works, communications, and law enforcement. In addition, community engagement and equity are important overarching approaches to successful implementation of Vision Zero.

In August 2015, the City of Los Angeles launched a Vision Zero Initiative as the result of a Mayoral Directive that set a city goal of eliminating all traffic deaths by 2025 and reducing deaths by 20 percent by 2017. The Los Angeles County Public Health Department has worked closely with the City to launch and implement this initiative, including helping to develop Los Angeles' Vision Zero Action Plan, which outlines specific implementation strategies and timelines. The cities of San Francisco, New York, Portland, Seattle, and Chicago have also established Vision Zero initiatives in the past five years. In Los Angeles County, a number of our 88 local jurisdictions have adopted Vision Zero goals, including Long Beach and Santa Monica.

Similarly, "Toward Zero Deaths" is a traffic safety initiative in the United States related to Vision Zero. Spearheaded primarily by state and federal government agencies, such as the Federal Highway Administration (FHWA), this approach shares a strategic vision of eliminating fatalities and serious injuries through a data-driven, interdisciplinary approach of education, enforcement, engineering, and emergency services.

In California, the California Department of Transportation (Caltrans) regularly develops and updates the California Strategic Highway Safety Plan (SHSP), a statewide data-driven plan that coordinates the efforts of a wide range of organizations to reduce traffic fatalities and severe injuries. The SHSP affects all public roads (State, local, and Tribal) and all users (motorists, pedestrians, bicyclists, and motorcyclists). The goal of the SHSP is to move toward zero deaths; measurable objectives include a three percent annual reduction in the number and rate of fatalities and a 1.5 percent annual reduction in the number and rate of severe injuries.

Known Challenge Areas

Factors that influence fatality rates vary from place to place; however, a number of “challenge areas” have been identified nationally, statewide, and regionally. For example, the California Strategic Highway Safety Plan identifies alcohol and drug impairment; speeding and aggressive driving; distracted driving; pedestrians; bicyclists; motorcyclists; young drivers; and aging drivers, among others, as challenge areas to be addressed statewide. As the County conducts data analysis for the unincorporated areas to design programs and infrastructure that support traffic safety, it will be beneficial to examine best practices developed by other jurisdictions.

Developing an Effective Approach

Vision Zero has been effective in other jurisdictions and countries due to the multidisciplinary approach that brings together multiple government sectors with community leaders and stakeholders to identify solutions. Strategies are implemented and then evaluated in an iterative process to identify whether they are having the desired effect of saving lives. Summarized below are key approaches behind effective Vision Zero initiatives.

Safe streets are livable streets. Vision Zero is typically well-aligned with jurisdictions’ goals of making communities livable, walkable, economically vibrant, and sustainable. This allows for Vision Zero strategies to be seamlessly incorporated into existing work programs, and to allow for new projects and programs where human life and safety are the explicit highest priorities.

Vision Zero strategies are data-driven. Essential to the Vision Zero approach is that safety improvements and programs must be based on robust, longitudinal data analysis that identifies patterns of traffic deaths and severe injuries, as well as the primary crash factors associated with these crashes, such as speeding, left turns, lack of marked crosswalks, and red light running. This allows for targeted improvements and programs that address the specific problem(s) causing fatal and severe injury crashes.

Roadways can be designed to save lives. Once specific factors associated with crashes are understood, engineers can identify potential life-saving improvements to address the problems, i.e. engineering solutions that are known to be effective for specific crash patterns. A principle of Vision Zero is that humans will always make mistakes, but corridors can be designed and re-engineered to minimize deadly mistakes and make it challenging to engage in dangerous behavior, such as speeding. Vehicle speed is a particularly important factor to consider in roadway design because it is a fundamental predictor of

crash survival. If a pedestrian is hit by a car going 20 miles per hour (MPH), the pedestrian's risk of death is five percent; if the car is traveling at 40 MPH, the pedestrian's risk of death is 80 percent.⁶

Evaluation is essential. Tracking progress over time makes it possible to identify whether a program or infrastructure improvement is working to address the safety concern. For example, once engineering improvements have been installed along a corridor or at priority locations, engineers can continue to collect data to assess whether the improvements are addressing the identified crash factors. Similarly, evaluating specific enforcement efforts over time can help enhance programs. With a goal of zero traffic deaths, new issues may emerge over time, requiring consistent data collection and evaluation to monitor traffic safety.

Communications can drive culture change. Reducing traffic deaths requires a shift in public perception from accepting traffic deaths as unavoidable to an awareness that saving human lives is everyone's responsibility. A widespread communications campaign coupled with education strategies that target key audiences can create this shift within the general population, as well as help drive culture change within institutions.

Community engagement and an equitable approach are fundamental. Analysis done by the City of Los Angeles indicates that many of the areas with the poorest health outcomes also have a disproportionate number of severe and fatal injuries from traffic collisions. Furthermore, these communities may have other more pressing needs beyond traffic safety and/or may distrust government. An effective Vision Zero initiative considers these factors, and engages residents in developing strategies that will be effective in their communities. It is also imperative to continually re-engage the community to ensure that strategies are working as planned.

Enforcement supports policy approaches. In addition to designing safe streets and creating education and awareness campaigns, enforcement can help ensure that traffic laws are followed. Because low-income communities and communities of color may have high rates of traffic deaths and injuries, Enforcement approaches should be context sensitive, especially when working in high-burdened communities. For example, enforcement could include warnings rather than tickets to avoid disproportionate burden of traffic violation fines on low-income residents. Though not currently legal in California, tools like automated speed enforcement can be effective at reducing crashes.⁷

⁶ US Department of Transportation, National Highway Traffic Safety Administration. Literature Review on Vehicle Speeds and Pedestrian Injuries. DOT HS 809 021. October 1999. Available at: <https://one.nhtsa.gov/people/injury/research/pub/HS809012.html> (Accessed 1/6/17)

⁷ Other jurisdictions have reported declines in speeding and/or collisions due to ASE. Available at: <https://www.sfmta.com/sites/default/files/projects/2016/ASE%20Fact%20Sheet%202.5.16.pdf> (Accessed 1/9/17)

Alignment with Existing Plans and Policies

Adopting a Vision Zero approach would be consistent with County plans, policies, and goals and represents an opportunity to implement established County priorities.

Community Health Improvement Plan (CHIP), 2015 - 2020: DPH's CHIP is a strategic plan for improving health in Los Angeles County. CHIP establishes a health improvement agenda for DPH in collaboration with partners from different sectors. A primary goal of CHIP is to reduce the number of deaths and severe injuries resulting from traffic collisions through the implementation of policies and programs that promote safety.

Healthy Design Ordinance, 2012: This ordinance, developed by the Department of Regional Planning (DRP), changed the County's zoning and subdivision regulations to increase levels of physical activity and reduce obesity rates. To effectively promote physical activity, the Healthy Design Ordinance promotes safe, convenient, and pleasant places for people walking and bicycling.

Los Angeles County General Plan, 2035: Developed by DRP and adopted by the Board of Supervisors in 2015, the County's General Plan includes a number of elements that promote an increase in walking and biking and a reduction in vehicle miles traveled, including:

- ***Mobility Element:*** The California Complete Streets Act of 2008 requires the General Plan to demonstrate how the County will provide for the routine accommodation of all users of a road or street, including pedestrians, bicyclists, public transit users, motorists, children, seniors, and the disabled. The Mobility Element addresses this requirement with policies and programs that consider all modes of travel, with the goal of making streets safer, accessible and more convenient to walk, ride a bicycle, or take transit.
- ***Bicycle Master Plan:*** A sub-element of the Mobility Element, the Bicycle Master Plan guides the implementation of proposed bikeways, bicycle-friendly policies, and programs to promote bike ridership across all ages and skill sets. The Plan's implementation program prioritizes projects based on various factors including both crash data and obesity rates.
- ***Air Quality Element:*** Air pollution and climate change pose serious threats to the environment, economy, and public health. The Air Quality Element summarizes air quality issues and outlines the goals and policies in the General Plan that will improve air quality and reduce greenhouse gas emissions. Vision Zero strategies that promote safety for people walking, bicycling, and using transit, could further enhance and support the goals of the Air Quality Element.
- ***Community Climate Action Plan (CCAP):*** A sub-element of the Air Quality Element, the Community Climate Action Plan establishes actions for reaching the County's goals to reduce

greenhouse gas (GHG) emissions in the unincorporated areas. The County set a target to reduce GHG emissions from community activities in the unincorporated areas by at least 11 percent below 2010 levels by 2020. The CCAP includes specific strategy areas for each major emission sector and quantifies the 2010 and projected 2020 emissions in the unincorporated areas. Like most California communities, a significant portion of the County's emissions are from on-road transportation sources and point to a clear need to reduce vehicle trips and vehicle miles traveled. Vision Zero strategies that promote safety for people walking, bicycling, and using transit, could further enhance and support the CCAP's goals.

- **General Plan Implementation Programs:** Several General Plan work programs are well aligned with Vision Zero, including: 1) Livable Communities Guidelines – DRP is developing specific design measures that will be used by staff, developers and decision makers to develop projects that encourage walking, bicycling, outdoor physical activity, public transit use, and access to healthy foods. 2) Pedestrian planning – DPH and DPW are collaborating on the development of pedestrian plans in four unincorporated communities: Westmont-West Athens, West Whittier-Los Nietos, Lake Los Angeles and Walnut Park. 3) Equitable Development – DRP is preparing affordable housing and environmental justice ordinances to advance equity objectives in the General Plan, along with the development of an equity indicators toolbox.

Los Angeles County Initiatives: Vision Zero is consistent with several Board mandated initiatives, including:

- **Purposeful Aging Los Angeles Initiative:** A countywide, multi-year effort that will unite public and private leadership, resources, ideas, and strategies to improve the lives of older adults and Los Angeles County residents of all ages. The initiative includes the formulation of a three-year, Age-Friendly Action Plan, which will outline a comprehensive set of proposed strategies to enhance the County's age-friendliness across eight domains of livability, including transportation.
- **Trauma Prevention Initiative (TPI):** The Trauma Prevention Initiative targets regions of the County that experience a disproportionately high incidence of violence-related trauma visits, injuries and deaths. TPI develops and coordinates program strategies that focus on evidence-based and practice-tested interventions to reduce trauma. Traffic collisions account for many trauma visits, injuries, and deaths, and preventing them could contribute significantly to reducing the burden of trauma in the County.

County Strategic Plan, 2016 - 2021: Vision Zero is consistent with several strategies in the County's newly adopted Strategic Plan, including:

- II.2.4 Promote Active and Healthy Lifestyles: Conduct outreach to high need, traditionally underserved populations within the County by supporting safe and comfortable built environments that encourage physical activity and access to healthy food.
- II.3.3 Address the serious threat of global climate change: Create and implement policies and programs to: reduce the emission of greenhouse gases from all sectors of our community; ensure that community climate resilience is integrated into our programs and plans; and inspire others to take action.

California Strategic Highway Safety Plan (SHSP): The SHSP is a statewide, coordinated safety plan that provides a comprehensive framework for reducing fatalities and severe injuries on all public roads. The SHSP – and the accompanying SHSP Implementation Plan – are multi-disciplinary efforts involving Federal, State, and local representatives from the four “Es” (education, evaluation, engineering, and enforcement) of safety. The SHSP identifies safety needs and guides investment decisions towards strategies and countermeasures with the most potential to save lives and prevent injuries.

PART II: PRELIMINARY DATA ANALYSIS

Background

When a collision occurs in unincorporated areas, multiple agencies are involved in responding to the scene, identifying collision factors, and treating victims. This results in many sources of data, which can then inform a Vision Zero approach and provide background on the collision landscape in unincorporated Los Angeles County. The following section briefly describes key agencies involved, their respective roles, and sources of data.

California Highway Patrol (CHP): CHP is responsible for traffic enforcement on unincorporated County roadways and is responsible for responding to the scene of a collision. CHP collects data for all collisions it responds to and retains this data for all municipalities. Additionally, data for all reported collisions in California available via the Statewide Integrated Traffic Records System (SWITRS). CHP also has citation data, which can provide additional information about safety concerns such as speeding and driving under the influence. Citation data is available to County departments, but requires additional staff time to clean and geocode for use.

Los Angeles County Department of Public Works (DPW): DPW requests collision reports directly from CHP as collisions occur within the unincorporated County area and enters this data into its geodatabase. DPW is also the primary agency involved in unincorporated County roadway design and maintenance. DPW does not have jurisdiction on designated State highways, such as the Pacific Coast Highway (CA-1), even if they fall within unincorporated County areas.

Los Angeles County Fire Department (LACFD): LACFD serves as the primary first-responder for suspected injury or fatal collisions in unincorporated County areas, as well as for some incorporated cities. LACFD retains records of all of its responses and services, including those related to collisions. Records typically span the time beginning when LACFD staff and/or vehicle(s) are deployed to the scene of an incident to when LACFD drops the victim off at a hospital or trauma center. LACFD also serves as a first-responder for some incorporated cities in Los Angeles County.

Los Angeles County Department of Health Services' Emergency Medical Services (EMS): EMS collects data from all emergency medical providers in Los Angeles County, including from LACFD, when transport to a hospital is involved. EMS also collects data directly from all 14 trauma centers, but not all hospitals. These trauma centers serve both unincorporated and incorporated areas. In severe injury collisions, victims are likely to be transported to a trauma center by the emergency services provider. However, victims of collisions can also transport themselves to a trauma center (or hospital); therefore transport data does not include these cases. Collision location is only available for records involving EMS

transport. Neither trauma data nor emergency service transport data is currently linked to CHP collision record data.

Los Angeles County Sheriff's Department (LASD): LASD is not a primary responder to collisions in unincorporated areas; this is the responsibility of CHP. However, in some cases, LASD will respond to a collision due to proximity. LASD is responsible for all other law enforcement in unincorporated areas and is more likely to be present in an unincorporated community for other enforcement duties.

Los Angeles County Department of Public Health (DPH): DPH is the primary recipient of Office of Statewide Health Planning and Development (OSHPD) data, which includes patient-level data from licensed health care facilities such as hospitals and emergency departments. This data includes health-related collision information, such as injury levels, outcomes, race/ethnicity, and financial costs. The data does not provide information on collision location.

Approach to Initial Analysis

To determine an approach to data analysis, traffic safety programs in other jurisdictions, including San Francisco, Seattle, and the City of Los Angeles, were reviewed to identify common categories. Most jurisdictions first analyzed collision data only, and then conducted analyses in later phases incorporating demographic data, geographic information, roadway design, and other areas. Data is typically analyzed and categorized as:

- *Big Picture* : Overview of jurisdiction as a whole, including breakdowns by collision severity and calculated fields such as “annual collision death rate.”
- *Temporal, Modal, & Demographic*: Analysis of collision data by indicators such as age, gender, or mode of victim and party. This provides more clarity about the type of person involved in severe and fatal collisions, and if there is an obvious overrepresentation of certain victim or party types.
- *Contributing Factors*: Further analysis of collision data to understand potential contributing factors to severe and fatal collisions, such as time of day, use of safety equipment, and primary collision factor.
- *Prioritization* – Analysis incorporating built environment, land use, or citation data. This information can be used to create a prioritized network of streets, such as Los Angeles’ High Injury Network, and also to provide a data-driven justification for future project prioritization.

In addition to research on efforts in other jurisdictions, three meetings were also convened with experts from various County Departments and the Los Angeles Department of Transportation to discuss common problems, past analysis on collisions in unincorporated Los Angeles County, and high-priority approaches to future analysis.

As described in the section above, no single source of data provides a comprehensive picture of where severe and fatal collisions are occurring in unincorporated areas, who is involved, injuries sustained, and costs incurred. The wide range of data available from County partners provides an excellent opportunity to further understand factors associated with traffic deaths and severe injuries on unincorporated area roadways. Due to the challenges associated with joining disparate data sources, the preliminary collision analysis contained in this report is based only on DPW's Collision Geodatabase. DPW's database includes California Highway Patrol collision records (SWITRS) data through August 31, 2016. SWITRS data is commonly used by jurisdictions throughout California, including other Vision Zero cities, such as Los Angeles and San Francisco.

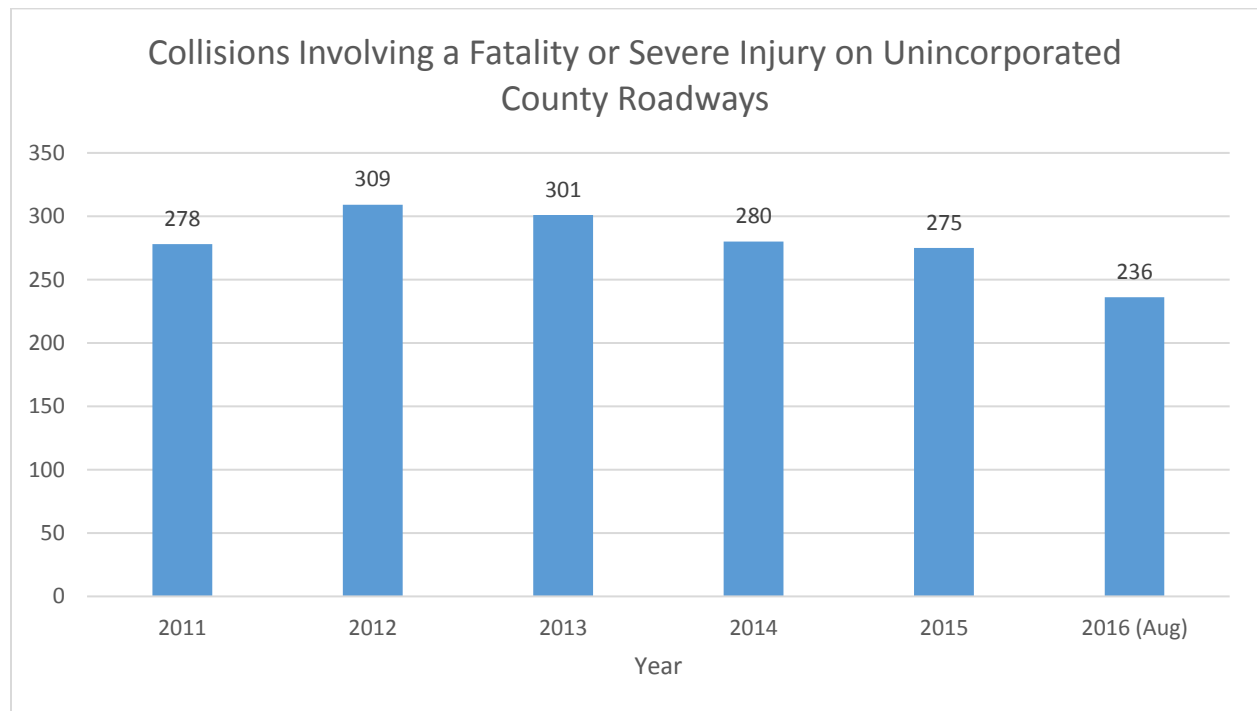
Findings

The data below summarizes information using CHP collision records data, housed in DPW's Collision Geodatabase. Unless otherwise stated, summary data is for the five-year, eight-month period beginning January 1, 2011 and ending August 31, 2016.

BIG PICTURE

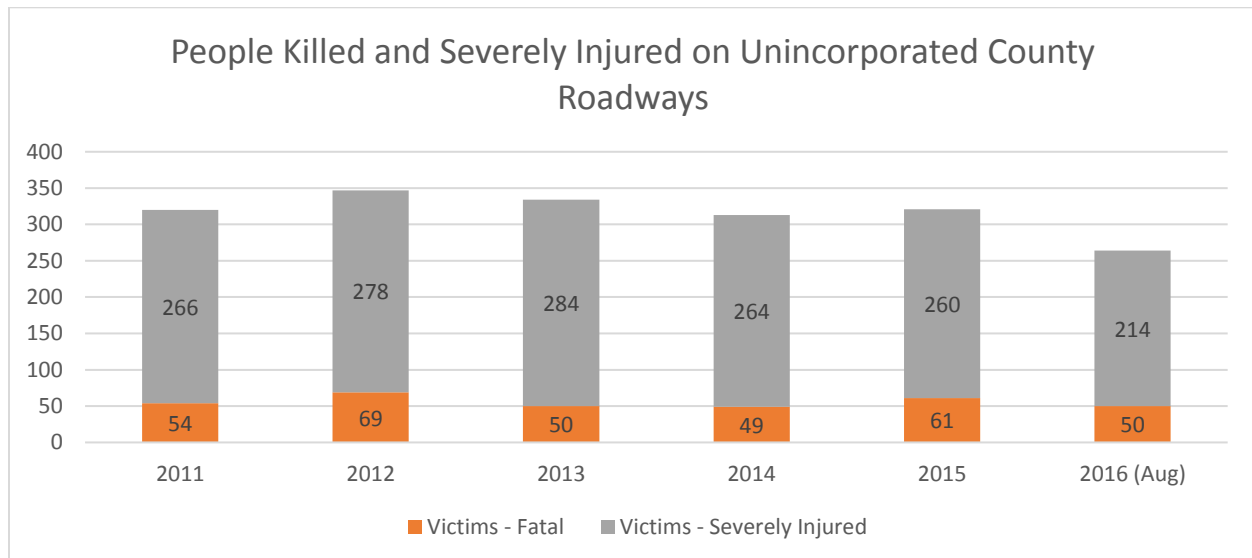
Collisions

There were 63,067 distinct collisions on unincorporated County roadways over the five-year, eight-month period. Of these collisions, 1,429 involved at least one severe injury and there were 300 with at least one fatality. A total of 1,679 collisions involved severe injuries or fatalities. Taking an average from January 1, 2011 to December 31, 2015, there are 10,917 annual collisions on unincorporated County roadways with 288 involving a fatality or severe injury. The number of collisions involving a fatality or severe injury has remained relatively constant since 2011.

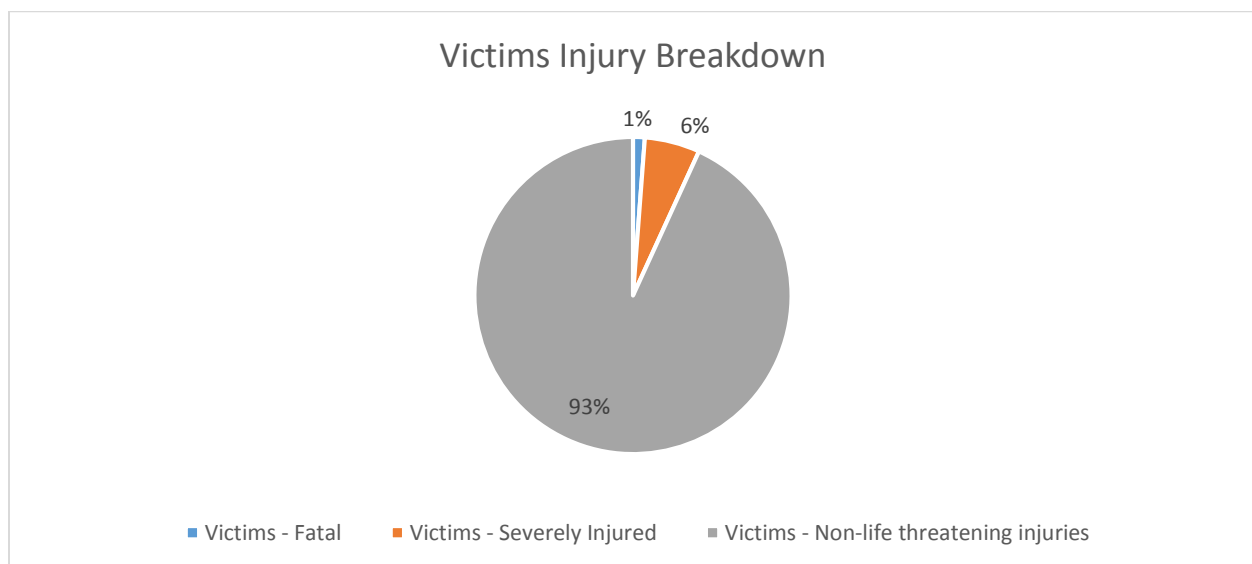


Victims

There were 27,786 victims involved in collisions on unincorporated County roadways during the five-year, eight-month period. Victims include fatalities and individuals with severe injuries, other visible injuries, or complaints of pain. Of these victims, 1,566 were severely injured and 333 incurred fatalities.



Among all victims of traffic collisions, approximately one percent died and six percent sustained severe injuries, but the vast majority (93 percent) did not suffer life-threatening injuries.



Rates

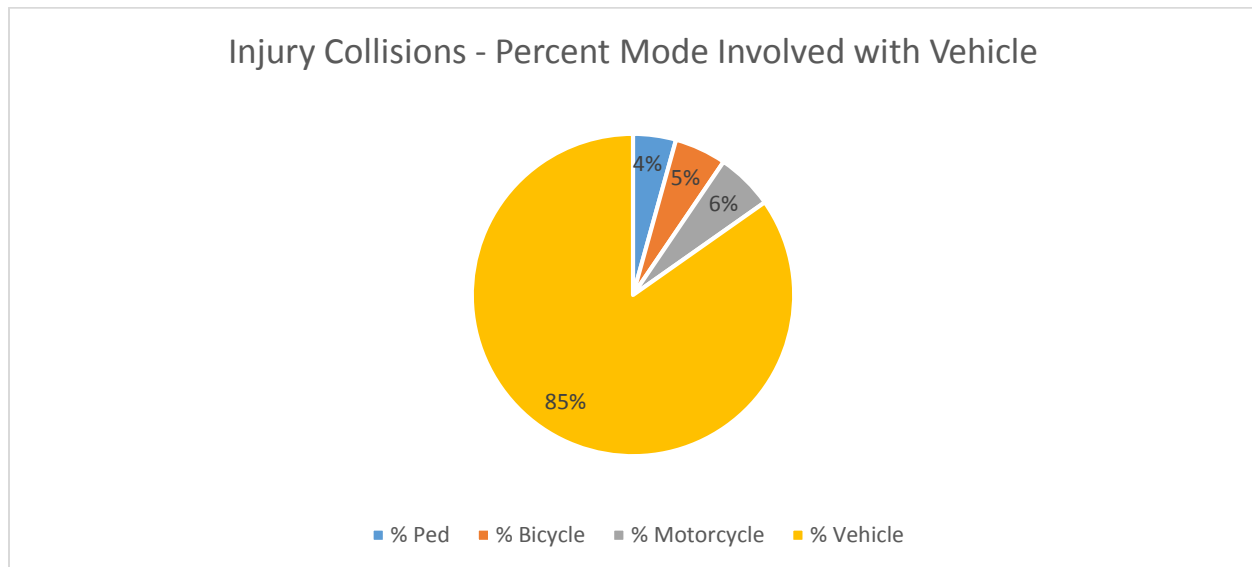
The County maintains approximately 1,188 miles of rural roads and an additional 1,998 miles of urbanized roads (total of 3,187 miles), with a daily vehicle miles travelled rate (DVMT) of 11.85 million.⁸ The following rates contextualize collisions and victims. All rates are based on averages from January 1, 2011 to December 31, 2015.

- There are approximately 3.4 collisions per roadway mile annually, with 0.09 collisions involving a fatality or severe injury per roadway mile
- There are approximately 27.4 collisions involving a fatality or severe injury per 100,000 population in the unincorporated Los Angeles County annually.⁹

TEMPORAL, MODAL, AND DEMOGRAPHIC

Mode

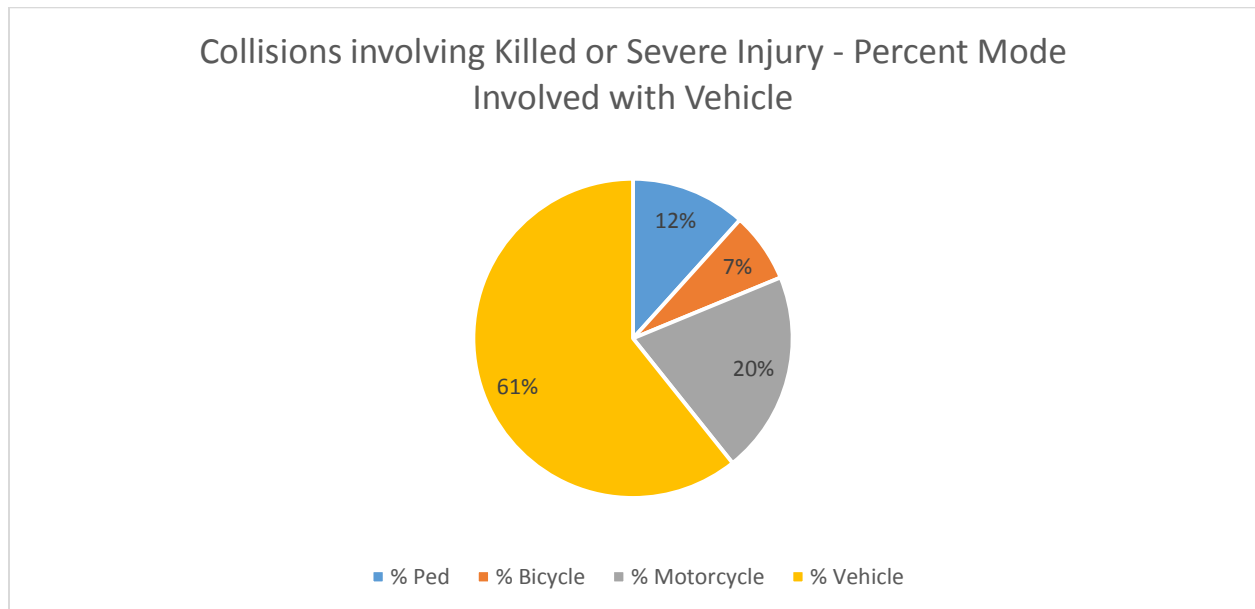
As shown in the chart below, among all collisions involving an injury, vehicle to vehicle injury collisions are the most common, representing approximately 85 percent of all injury collisions.



⁸ 2014 California Public Road Data Estimate, Table 6

⁹ Unincorporated area population is approximately 1,050,000 people based on estimates from the Southern California Association of Governments. Available at: <http://www.scag.ca.gov/documents/unincarealosangelescounty.pdf> (Accessed December 27, 2016)

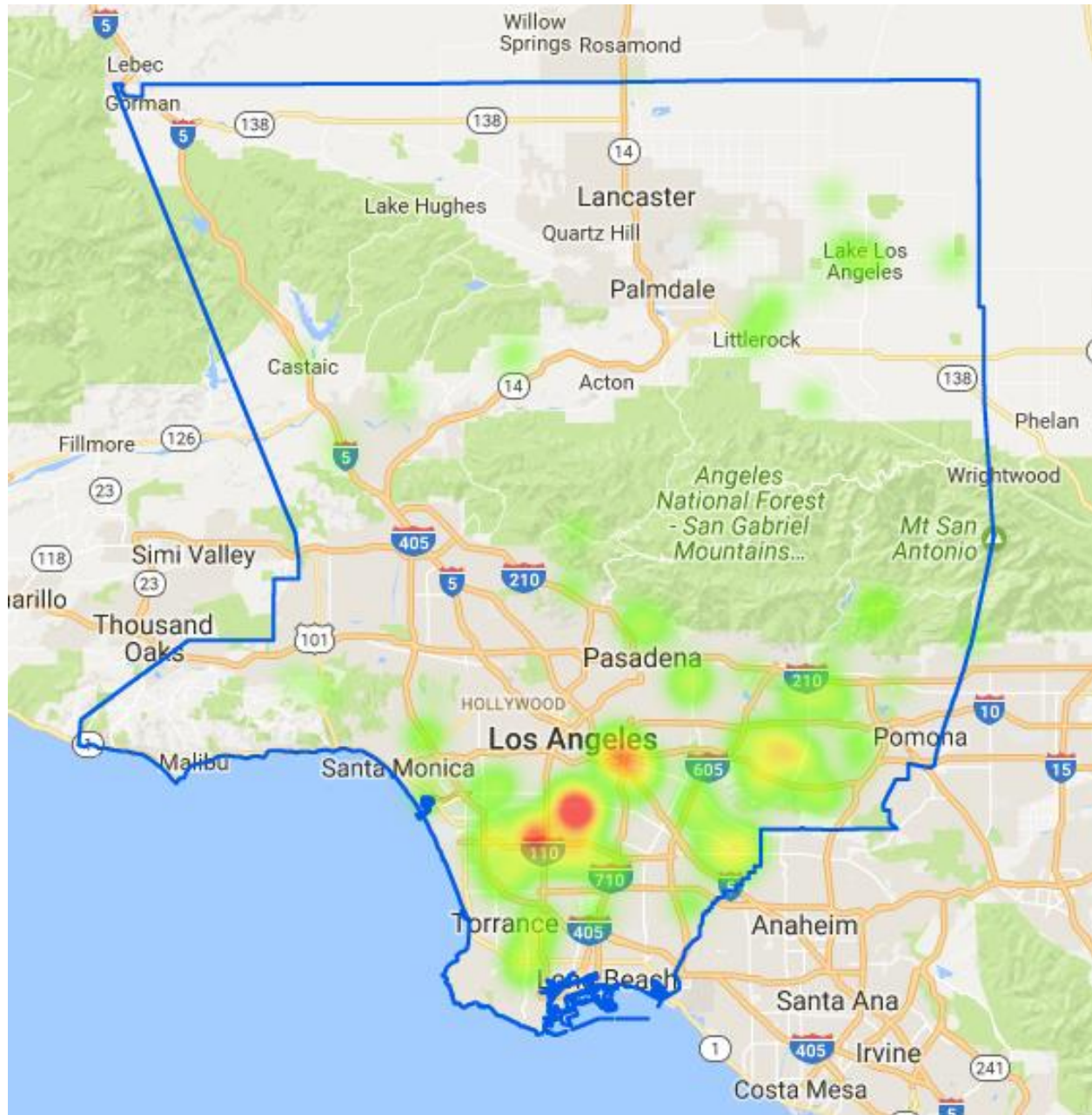
However, pedestrians, bicyclists, and motorcyclists are overrepresented in severe injury and fatality-involved collisions. For example, although pedestrians are only involved in four percent of injury collisions, they represent 12 percent of the collisions with severe injuries or fatalities. Similarly, motorcycle-involved collisions represent 20 percent of the severe and fatal collisions, but only six percent of all injury collisions.



The following heat map series shows the concentration of collisions involving killed and severely injured victims by mode. A heat map is a representation of the concentration of incidents; red areas indicate the highest concentration of incidents; yellow areas indicate a moderate concentration; and green areas indicate the lowest concentration of incidents.

Pedestrian-Involved Fatal and Severe Injury Collisions

Pedestrian-involved fatal and severe injury collisions are concentrated in the southern part of the County, largely in dense urban centers. There is also a concentration of collisions in the Antelope Valley, where community main streets are often rural, high-speed roads.

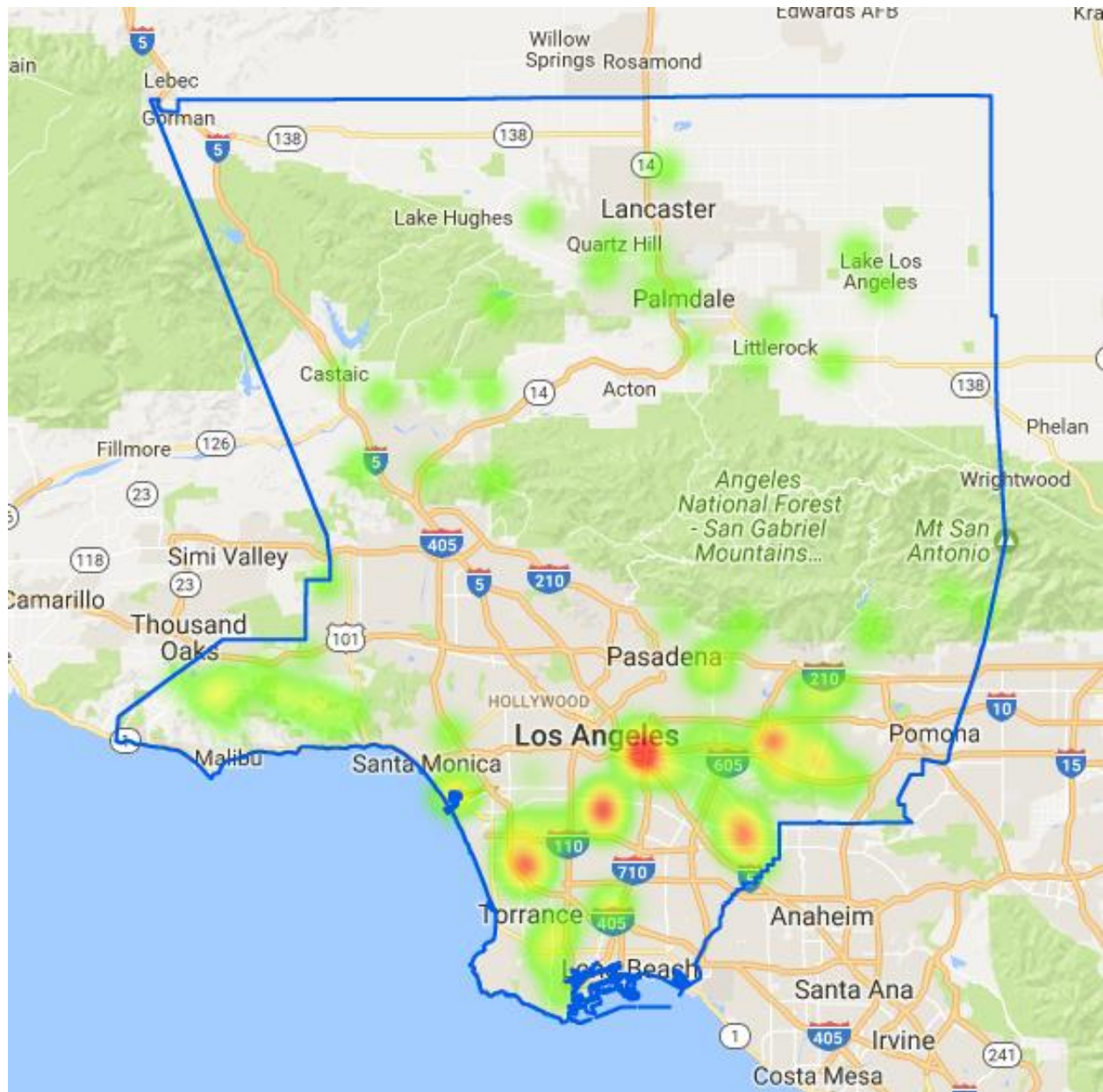


Pedestrian-related collisions involving severe injuries or fatalities in the unincorporated County areas, from January 1, 2011 through August 31, 2016.

Map data ©2017 Google, INEGI

Bicycle-Involved Fatal and Severe Injury Collisions

While bicycle-involved fatal and severe injury collisions are spread throughout the County, they are more concentrated in urban areas, with some additional fatal and severe injury collisions occurring in the Antelope Valley and along County mountain roads.

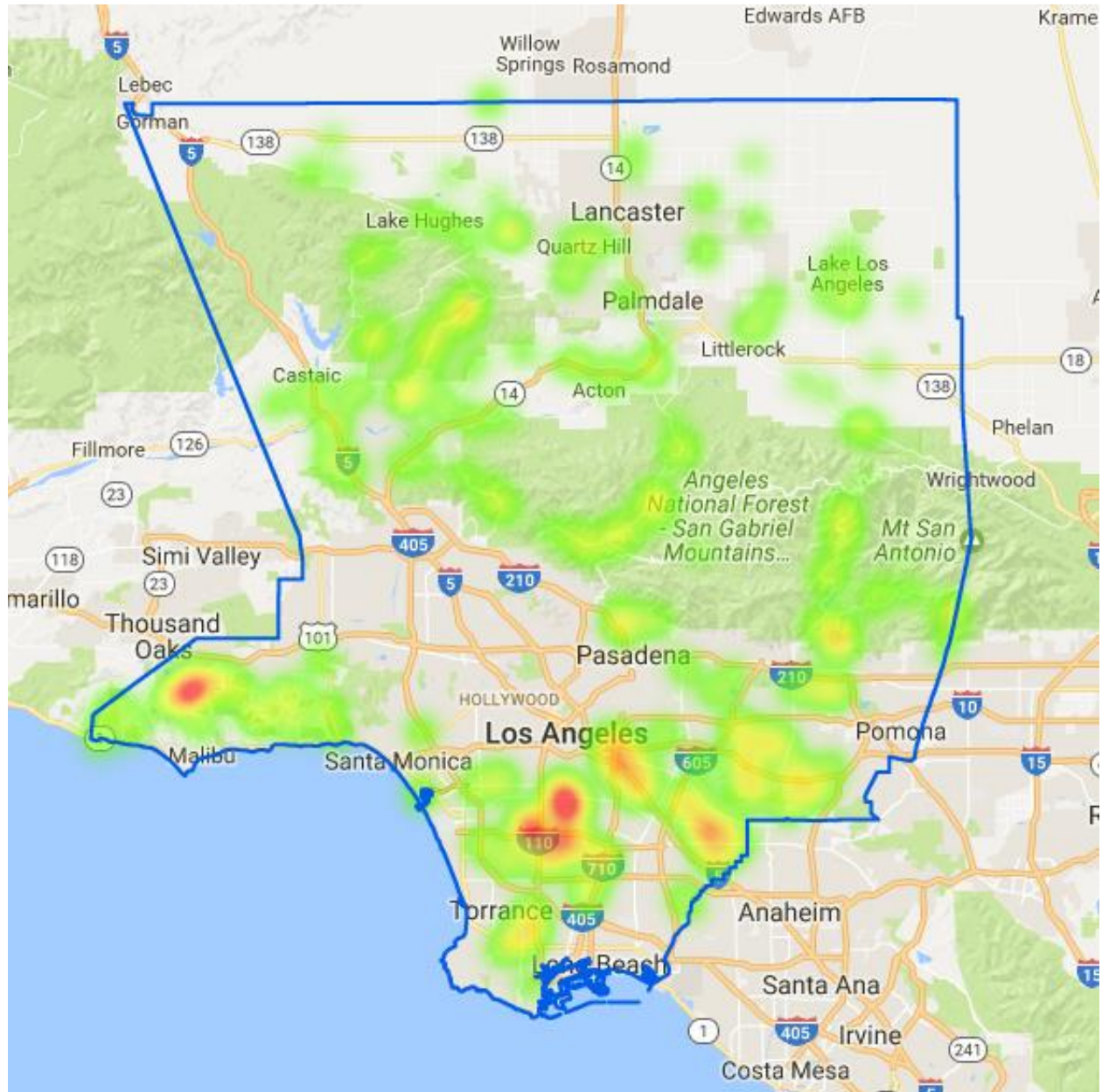


Bicycle-related collisions involving severe injuries or fatalities in the unincorporated County areas, from January 1, 2011 through August 31, 2016.

Map data ©2017 Google, INEGI

Motorcycle-Involved Fatal and Severe Injury Collisions

Motorcycle-involved fatal and severe injury collisions are spread throughout the County. There are higher concentrations along County rural mountain roads, as well as in dense urban areas.

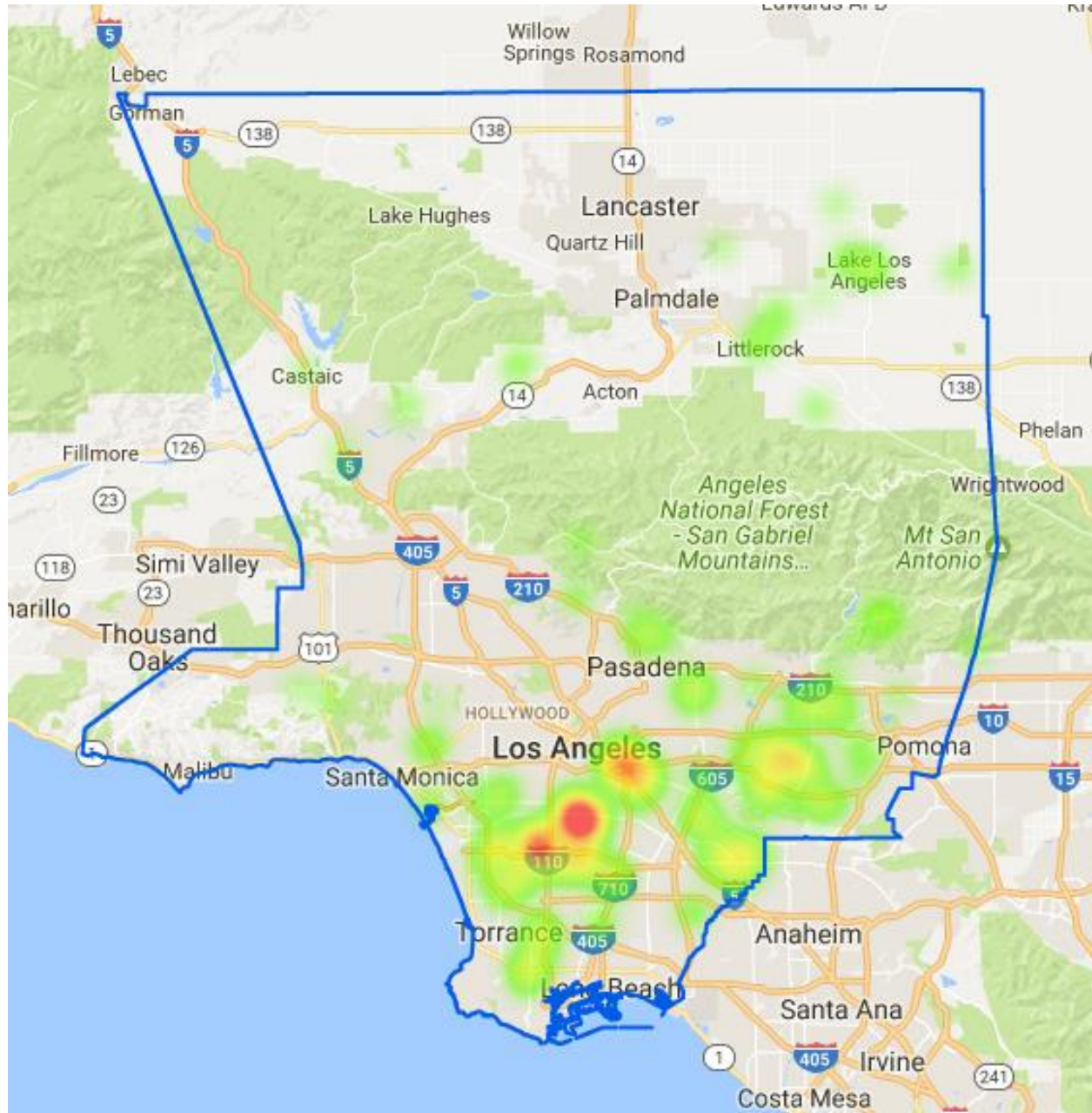


Motorcycle-related collisions involving severe injuries or fatalities in the unincorporated County areas, from January 1, 2011 through August 31, 2016.

Map data ©2017 Google, INEGI

Vehicle to vehicle-Involved Fatal and Severe Injury Collisions

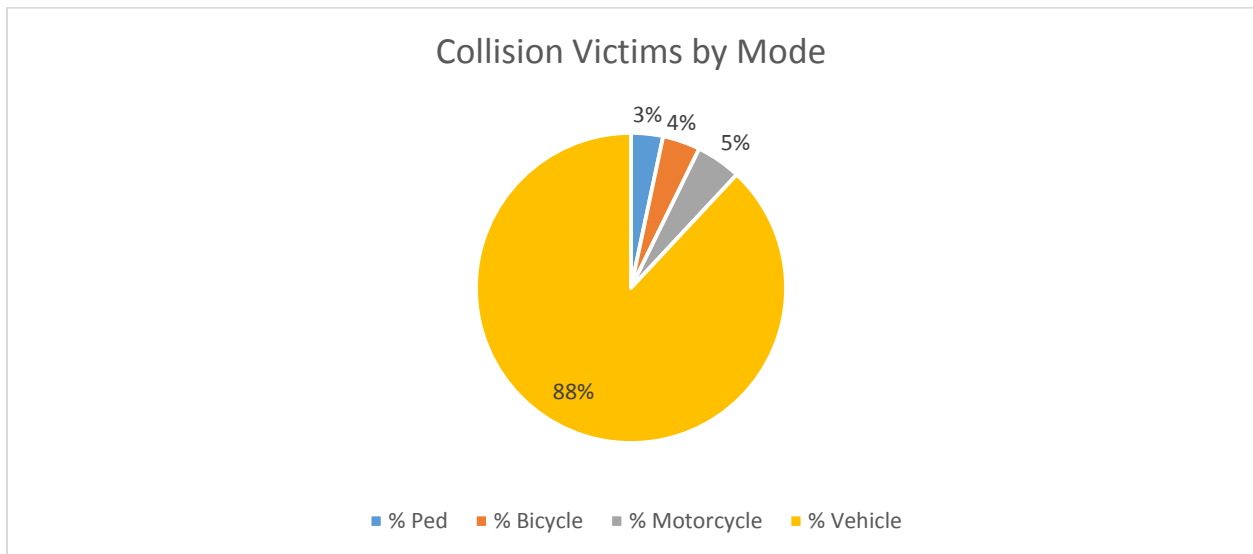
Vehicle to vehicle-involved fatal and severe collisions happen everywhere, but there is a concentration in the southern part of the County in our urbanized communities.



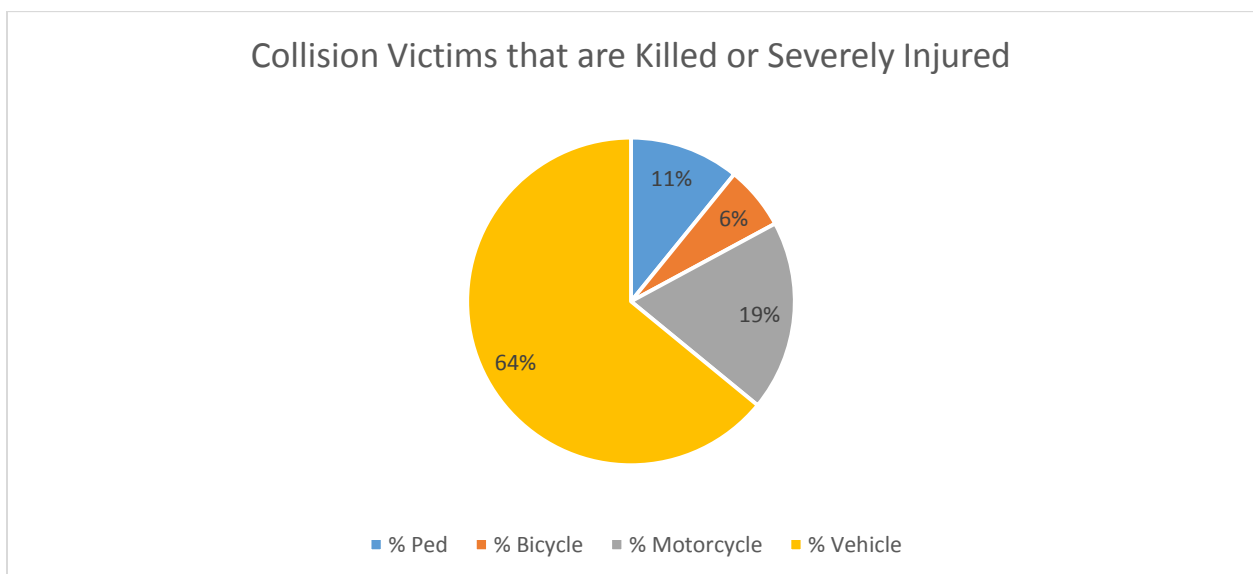
Vehicle to vehicle collisions involving severe injuries or fatalities in the unincorporated County areas, from January 1, 2011 through August 31, 2016.

Map data ©2017 Google, INEGI

The vast majority of victims injured as a result of traffic collisions on unincorporated County roadways were in vehicles.

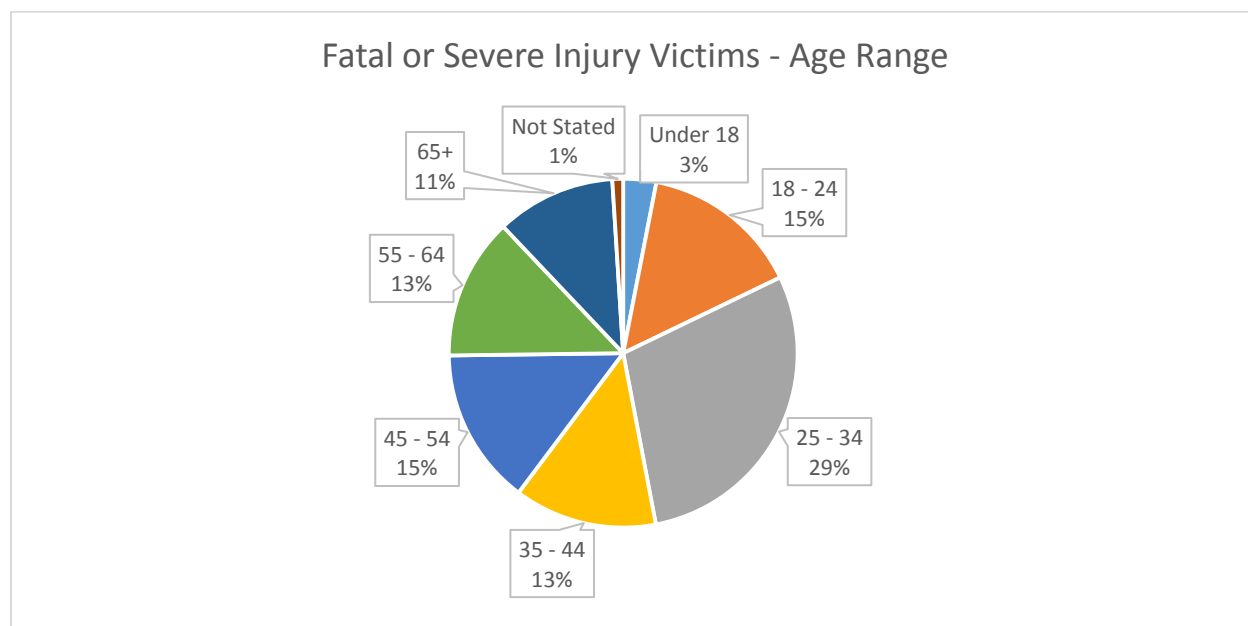


However, pedestrians, bicyclists, and motorcyclists are overrepresented in severe injuries and fatalities. Approximately 11 percent of fatal and severe injury victims are people walking, six percent are people bicycling, and 19 percent are people using a motorcycle.

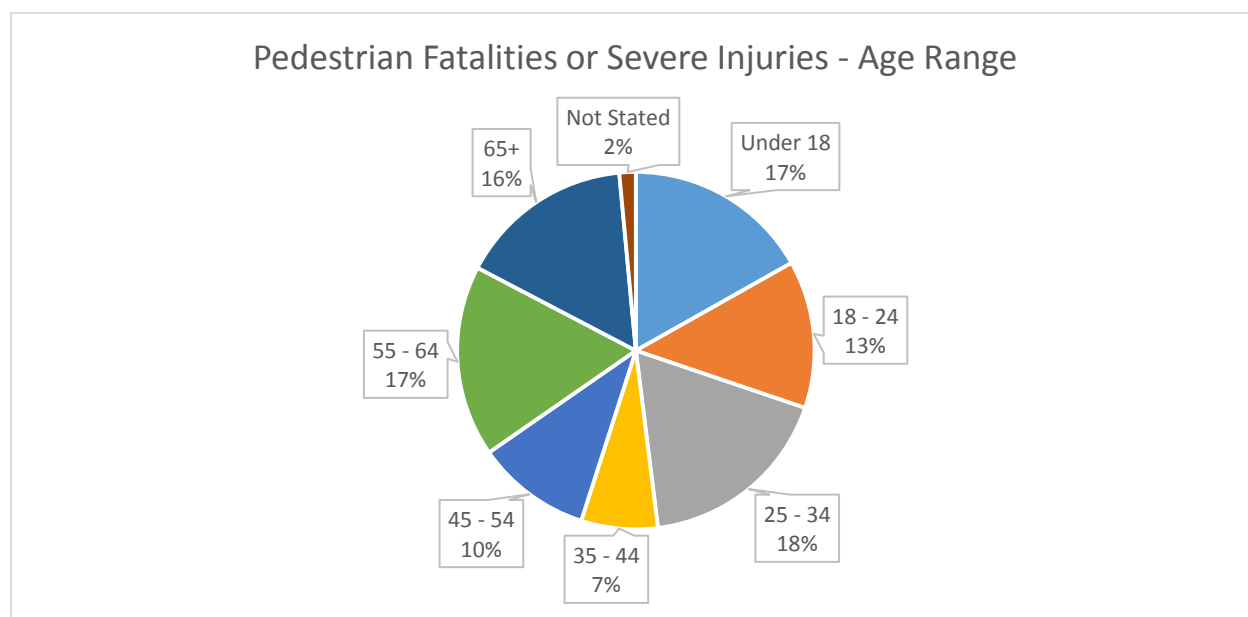


Demographics

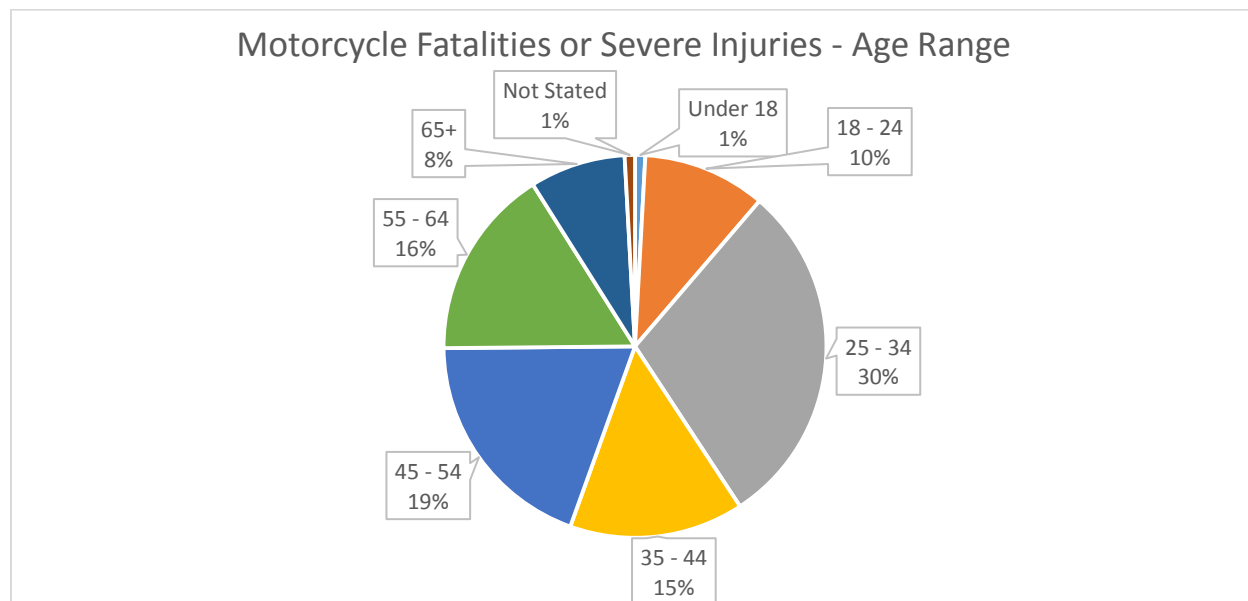
Regardless of mode, across all killed and severely injured victims there is a higher proportion of male victims (approximately 78 percent male and 22 percent female) and victims 25 to 34 years old (across both genders), for the entire time period. The chart below shows the age breakdown across all victims killed or severely injured, regardless of mode. Nearly a third of victims (29 percent) are between the ages of 25 and 34.



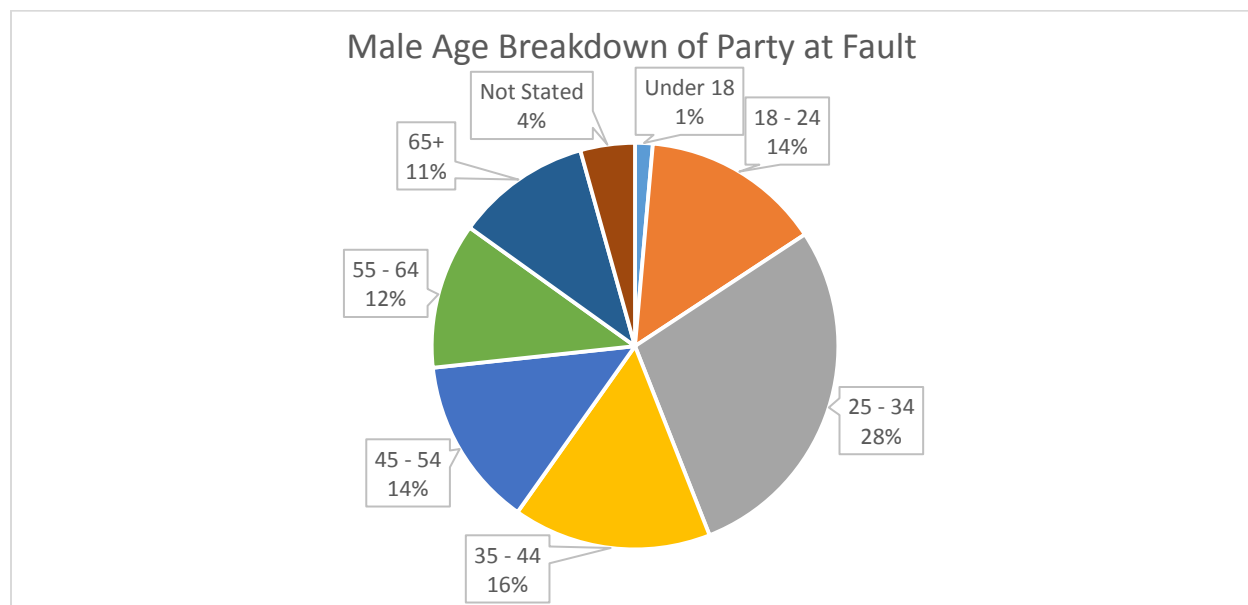
Among pedestrians killed or severely injured, victims are concentrated in both older and younger age groups. 17 percent are young people 18, 13 percent are between 18 and 25, and 33 percent are 55 and over.



The chart below shows the age breakdown for all motorcycle victims, male and female. Motorcycle victims were overwhelmingly young males: 94 percent are men, 40 percent under the age of 34.

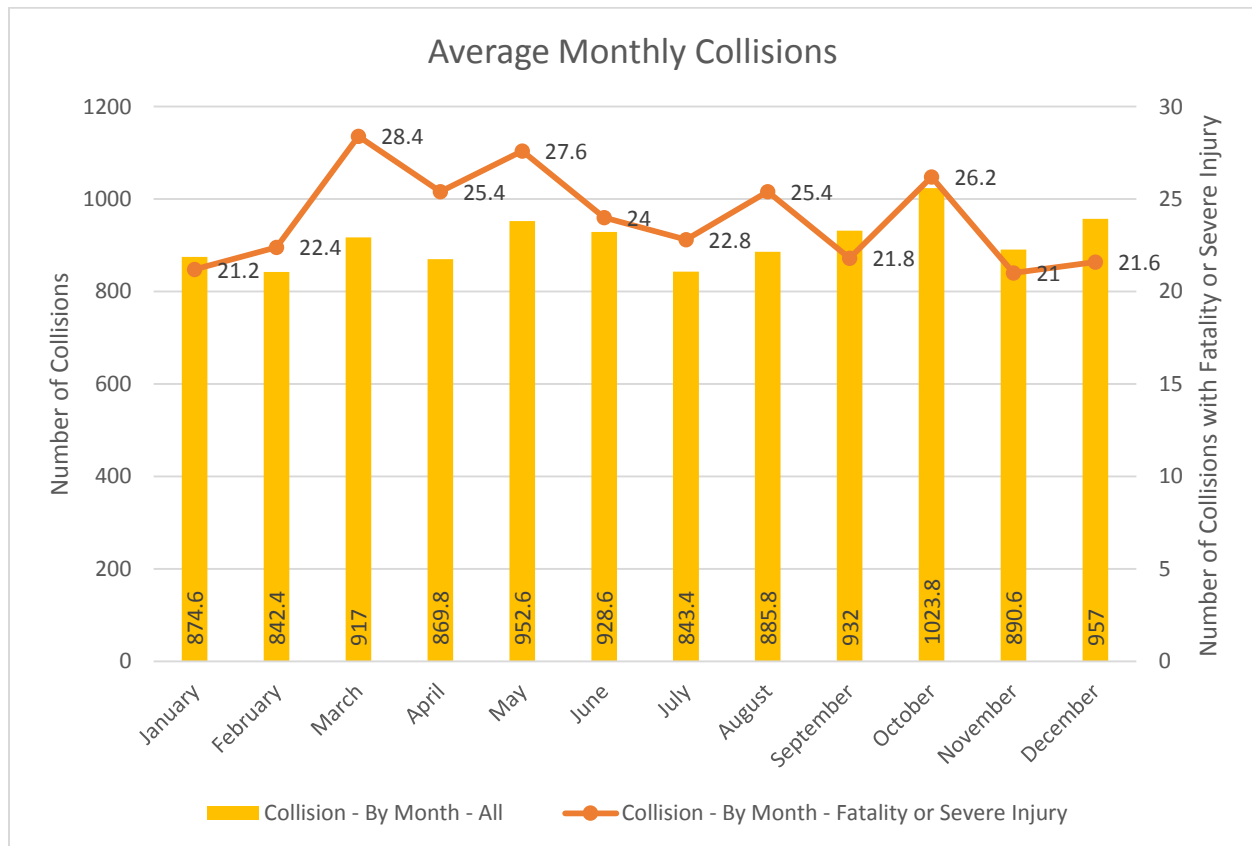


Men represented 64 percent of at-fault parties, while females represented 36 percent. Young men (under the age of 35) and older men (over the age of 55) were more likely to be labeled as “at-fault” in all collisions (no injury, complaint of pain, visible injury, severe injury, fatal) across the entire time period.

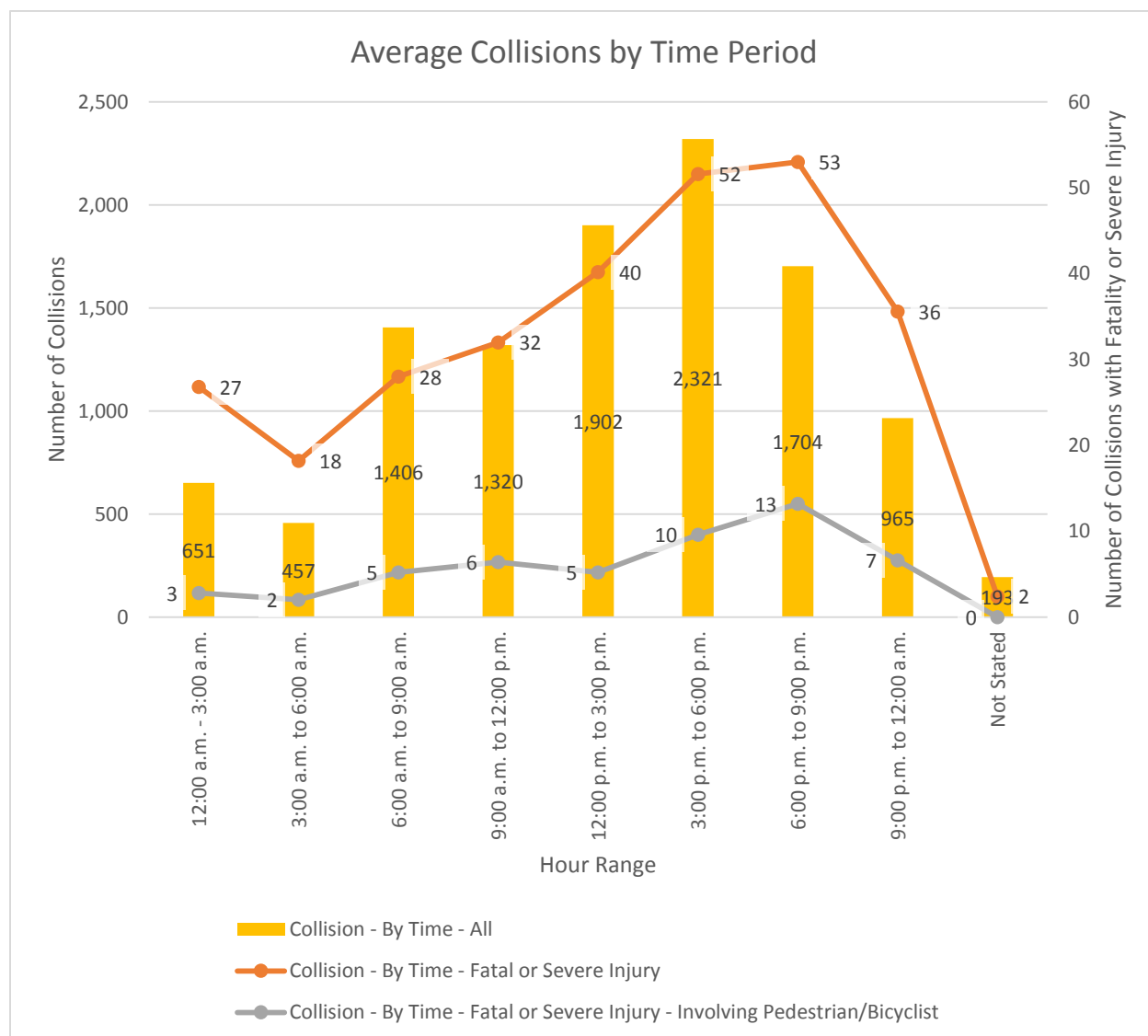


Temporal

On average from January 1, 2011 to December 31, 2015, October was found to have the highest number of collisions. Additionally, there are peaks in fatal and severe injury collisions during the months of March and May.



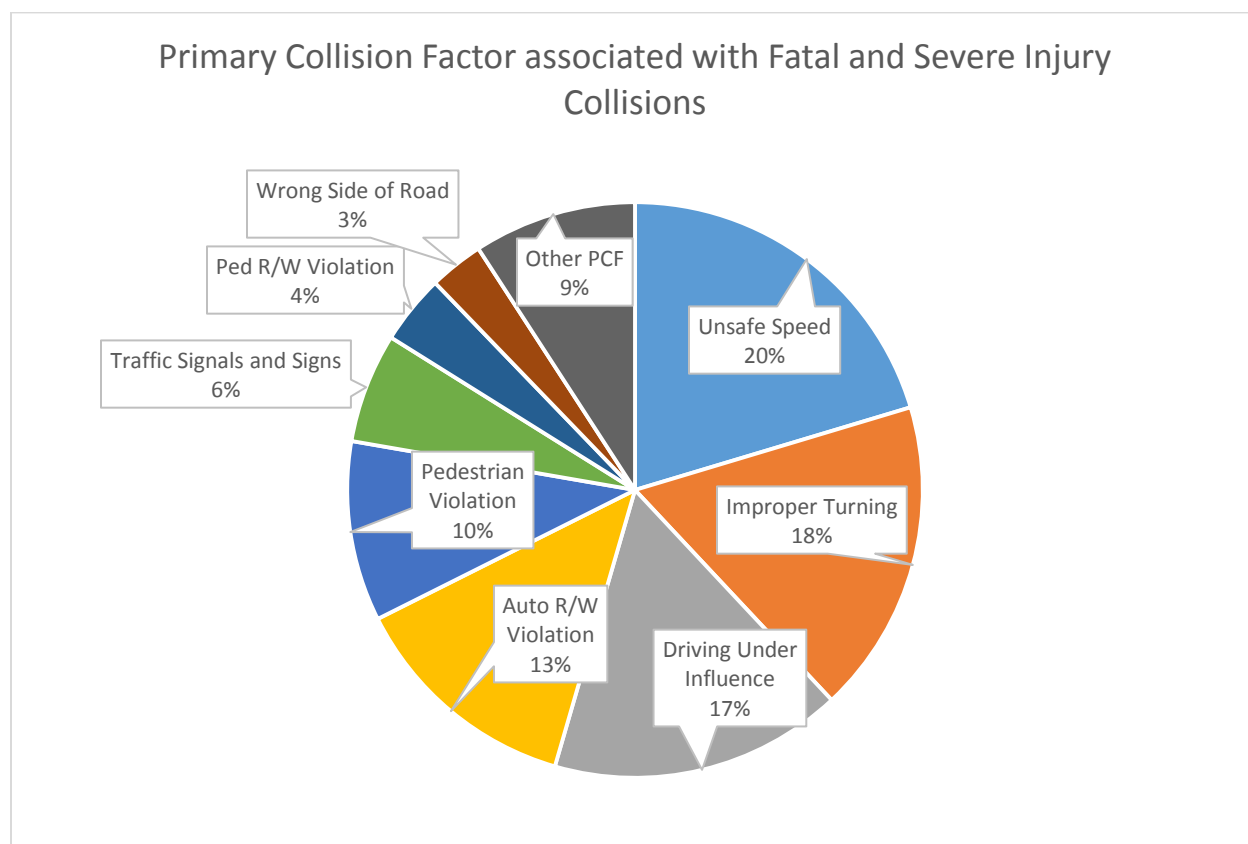
On average across all reported collisions (no injury, complaint of pain, visible injury, severe injury, fatal) during the period January 1, 2011 through December 31, 2015, most occurred between the hours of 3:00 p.m. to 6:00 p.m. High numbers of fatal and severe collisions also occurred during this period. Although there were fewer collisions overall from 6:00 p.m. to 9:00 p.m., there were high numbers of fatal and severe collisions during this time period, indicating a disproportionately high rate of fatal and severe collisions. This is also the peak time period when people walking and bicycling are involved in a fatal or severe collision, indicating that although more collisions occur during the 3:00 p.m. to 6:00 p.m. time period, the most dangerous time is from 6:00 p.m. to 9:00 p.m.



CONTRIBUTING FACTORS

Primary Collision Factor

CHP lists a single “Primary Collision Factor” (PCF) when it creates a collision report. This indicates the an officer’s determination of the primary cause of the collision. Other contributing factors may or may not exist. Unsafe speed was found to be the greatest primary collision factor, comprising 20 percent of the primary collision factors, with improper turning and driving under the influence comprising 18 percent and 17 percent, respectively.

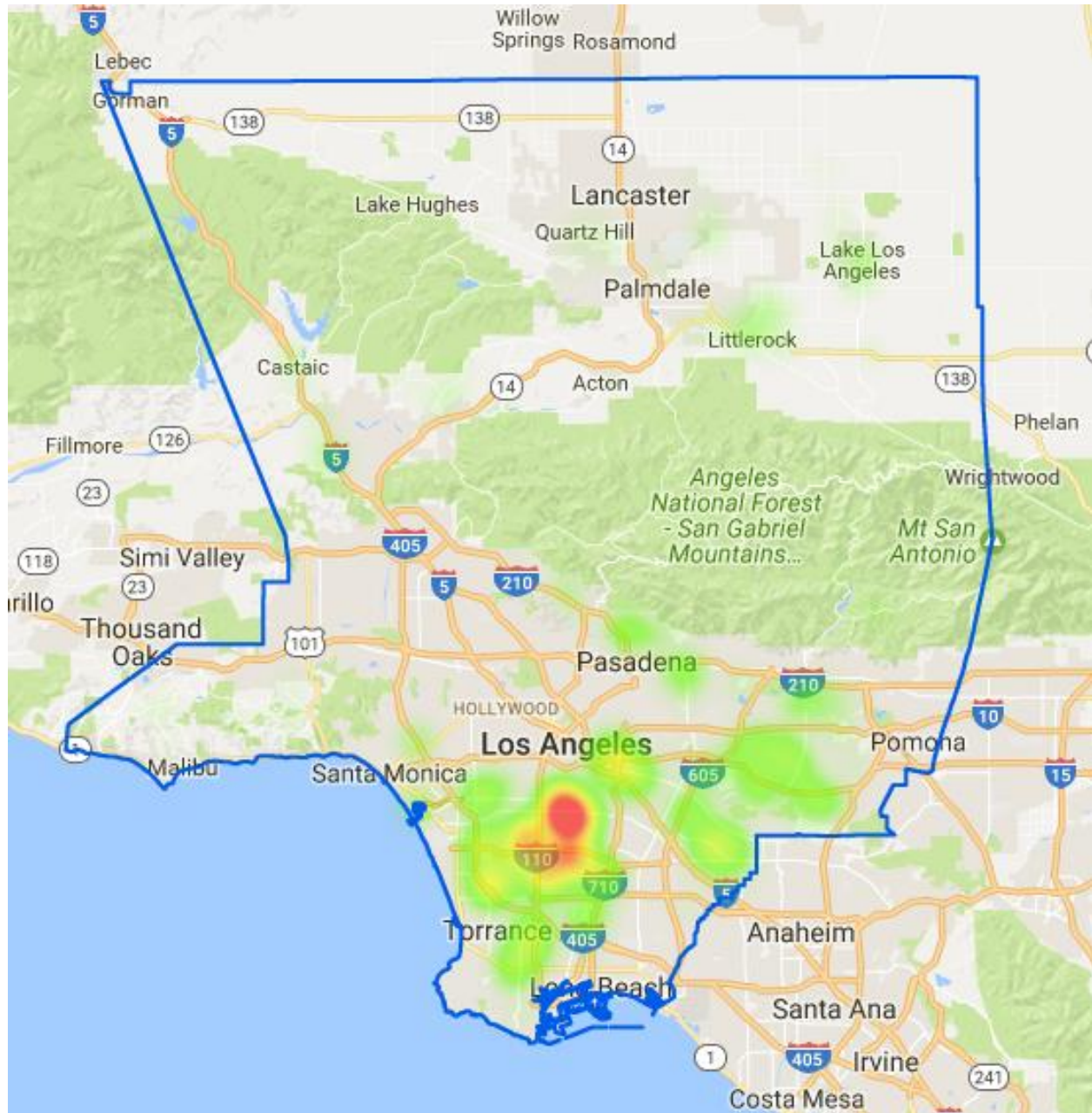


Hit and Run

Approximately 25 percent of all collisions involve hit and runs and there were 15,692, 133 involving a person killed or severely injured, during the period analyzed. This number has remained relatively constant over the past five years.

Felony Hit and Run Collisions

The heat map below shows the concentration of felony hit and run collisions. There is a concentration in the southern part of the County in urban areas. A felony hit and run involves a fatality. Among bike-involved and pedestrian-involved felony hit and run collisions, the same concentration pattern is seen.



Felony hit-and-run collisions in the unincorporated County areas, from January 1, 2011 through August 31, 2016.

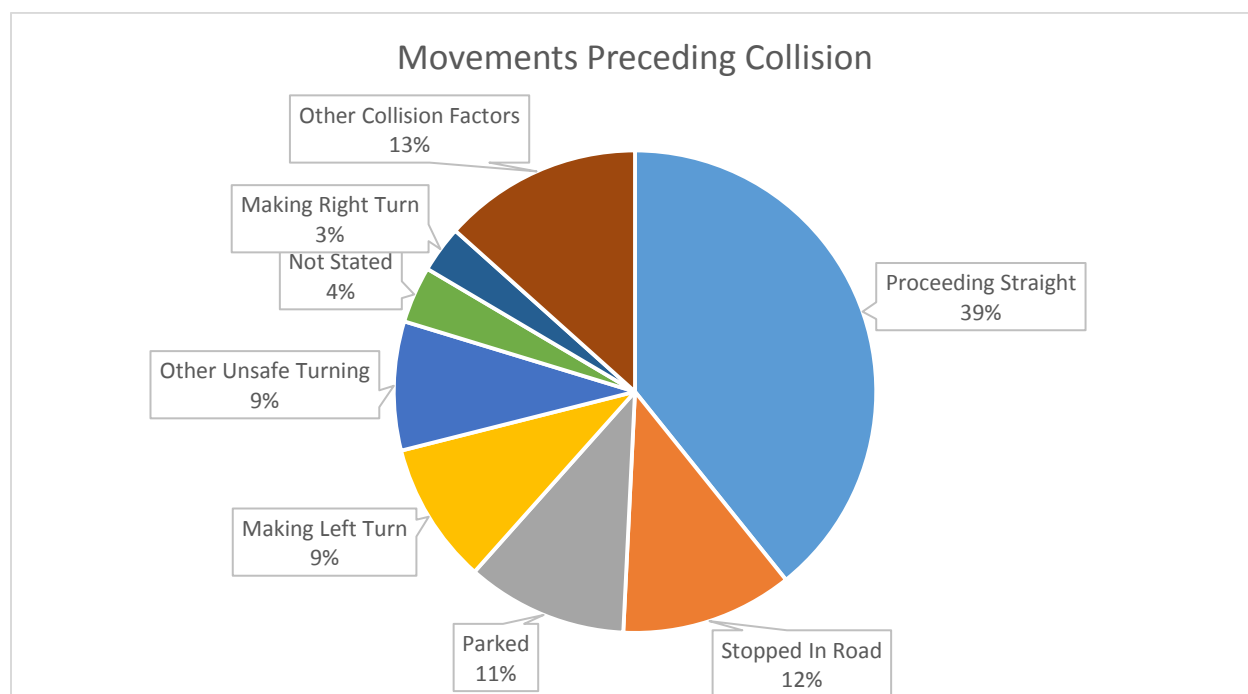
Map data ©2017 Google, INEGI

Driving Under the Influence (DUI)

For this section, “Driving Under the Influence” is defined as “Under Alcohol Influence” or “Under Drug Influence” while driving. Approximately eight percent of all crashes involve driving under the influence of alcohol or drugs; this percentage has remained relatively steady over the past five years. However, nearly 17 percent of fatal and severe injury collisions involve DUI, and 25 percent of vehicle-to-vehicle fatal collisions involve DUI.

Movement Preceding the Collision

CHP also reports vehicular movements in collisions prior to impact. Most collisions involve proceeding straight (39 percent), a turning movement (right turn, unsafe turning, left turn combined for 21 percent), stopping in the road (12 percent), and parked vehicles (11 percent).



Other Factors

Most collisions involving a fatality or severe injury occur in clear weather conditions (89 percent) and dry roadway surface conditions (96 percent). Roadway conditions (e.g., obstructions, flooding, holes), are listed as “no unusual conditions” in 97 percent of fatal and severe injury collisions.

66 percent of all collisions occur during daylight, with another 30 percent during the dark. However, collisions in the dark and during dusk are overrepresented among collisions involving a severe injury or fatality, with 52 percent occur during daylight, 43 percent in the dark, and five percent at dusk.

SUMMARY OF CHALLENGE AREAS

Based on the preliminary data analysis, the following challenge areas have been identified as warranting additional data analysis to further pinpoint causes and patterns associated with severe injury and fatal collisions, and to target programs, resources, and infrastructure enhancements.

- **Unsafe Speeds:** Vehicle speed can be the difference between life and death in a collision. Speed is listed as a primary collision factor in 20 percent of fatal and severe collisions on unincorporated County roadways.
- **Impaired and distracted driving:** Driving under the influence of alcohol or drugs is involved in 8percent of crashes, yet is involved in 25 percent of fatal vehicle-to-vehicle collisions and 17percent of fatal or severe injury collisions across all modes. Most parties involved in a collision do not admit to distraction, however the State reports that anecdotal information indicates the number is high. This underscores the need for a coordinated approach to capture information on and to prevent distraction.
- **Hit and runs:** Approximately 25 percent of all crashes involved hit and runs. Although most do not result in severe injuries or fatalities, this indicates a need for outreach to spur behavior changes by motorists.
- **Young males:** Young males comprised a disproportionately high percentage of the party at fault in severe and fatal collisions. For example, the percentage of collisions involving young males on motorcycles suggests young males represent a critical demographic to target for programs and messaging.
- **Motorcyclists:** Twenty percent of fatal and severe collisions involved a motorcyclist. Based on preliminary County heat maps, concentrations of fatal and severe collisions were found to occur on rural or mountain roads, as well as in urban areas where a greater probability of conflicts exist due to higher vehicular densities.
- **Pedestrians:** Seventeen percent of fatal and severe collisions involved pedestrians. Young people (under age 19) and older people (55 years and over) were overrepresented in pedestrian-involved fatalities and severe injuries. Based on preliminary County heat maps, concentrations of fatal and severe collisions were found in urban areas where a greater probability of conflicts exist due to higher vehicular densities, as well as in rural areas, where higher vehicular speeds may be a factor.

To further pinpoint any significant factors and patterns that may be associated with collision types, additional analysis will need to be conducted, including community demographics, existing infrastructure (e.g., presence of bikeway, walkway, prevailing speed limit), traffic controls, and others.

PART III: CURRENT TRAFFIC SAFETY EFFORTS

The County and its partners currently administer various programs that support traffic safety through education, enforcement, engagement, engineering, and evaluation. CHP, the agency responsible for traffic enforcement in unincorporated areas, is currently providing the majority of the County's traffic safety programs in unincorporated communities. The Sheriff's Department, DHS Trauma Hospitals, DPH, DPW, and the Los Angeles County Office of Education are all involved in injury prevention efforts as well. The process of developing this report increased awareness about opportunities for collaboration between departments. Despite current efforts, it is clear that more can be done to prevent traffic deaths and severe injuries on unincorporated area roadways. Strategically focusing best-practice programs on key challenge areas, leveraging resources across agencies, and identifying new injury prevention resources will help the County reach its traffic safety goals.

Education

General Safety Tips

County departments and partners, such as CHP and DPH, have readily available educational materials such as pamphlets, flyers, and safety items (e.g. bicycle helmets, lights) that can be distributed during community events. CHP has educational materials that target different audiences and behaviors, including pedestrian safety, bicyclist safety, skateboard safety, motorcycle safety and helmet laws, distracted driving, and others.

Distracted Driving

Distracted driving, such as looking at a phone or texting while driving, continues to be a challenge area locally and statewide. CHP targets high school aged children through its "Teen Distracted Drivers Education and Enforcement" program, conducting focused safety presentations and press events. CHP's "Impact Teen Driver" program is designed to educate high school student drivers on the dangers of distracted driving. CHP also has an "Adult Distracted Drivers" program that targets all non-teen drivers to minimize distracted driving through public service announcements, public presentations, and direct community engagement at local events. DHS Trauma Hospitals have injury prevention programs designed to reduce trauma visits, many of which are focused on reducing distracted driving. These include presentations to community groups, safe driver pledges, and "Don't Text and Drive" campaigns.

Impaired (Driving Under the Influence Alcohol or Drugged) Driving

CHP and some DHS Trauma Hospitals conduct presentations to engage high school-aged students and their parents about driving under the influence through its "Every 15 Minutes" program. The program includes fatal driving under the influence (DUI) simulations and designated driver education. CHP also chairs an Intoxicated Driver Task Force, which brings community partners such as Mothers Against

Drunk Driving and law enforcement together. This program is largely supported through grant funds. Injury prevention activities at some DHS Trauma Hospitals include educational programs wherein participants visit a Trauma Hospital and morgue to learn from emergency healthcare providers and see the wreckage and carnage of crashes involving DUI.

Speed and Aggressive Driving

CHP recently received a federal traffic safety grant to develop and implement the Regulate Aggressive Driving and Reduce Speed (RADARS) program to educate motorists about the dangers of aggressive driving and actively enforce related laws. The main goal of RADARS is to reduce the number of fatal and injury traffic collisions in which speed, improper turning, and driving on the wrong side of the road are primary collision factors. The RADARS program will also focus on street racing and sideshows through enhanced enforcement paired with an active public awareness campaign.

Teenage Drivers

At the State level, young drivers are disproportionately represented in collisions. CHP has several programs that target this age group including, “Start Smart” classes that help newly licensed and soon-to-be licensed teenage drivers understand the critical responsibilities of driving and that “at-fault” collisions are 100 percent preventable. The classes create an open dialogue between law enforcement, teenage drivers, and parents or guardians.

Older Adults

Through the “Age Well, Drive Smart” program, CHP aims to reduce motor vehicle collisions and pedestrian fatalities experienced by older adults and increase seniors’ alternate transportation options. “Age Well, Drive Smart” is a free, two-hour senior driver safety/mobility class. Individuals can register for the course by contacting their local CHP office. The program is funded through a “Keeping Everyone Safe” (KEYS) grant.

Bicycle and Pedestrian Safety Education

CHP, Sheriff’s Department, DPH, DPW, and DHS Trauma Hospitals are involved in promoting safe walking and bicycling. CHP conducts safety presentations, bicycle rodeos (on-road bike classes), and gives away incentives (such as bike helmets and lights) to promote safe walking and bicycling. These activities are funded through an Office of Traffic Safety grant for the 2016-2017 period. The Sheriff’s Department, through a new grant from the Office of Traffic Safety, will be conducting additional bicycle and pedestrian safety skills classes at elementary schools. This program will be available in 17 incorporated cities during 2017-2018. DPH conducts bicycle safety education workshops as part of Parks After Dark programming and distributes bicycle helmets, lights, and locks, as part of a grant from Caltrans. DPW has in the past been awarded Safe Routes to Schools grant funds for bicycle and pedestrian encouragement

programs. Although not an ongoing program, future grant opportunities may be available to support an educational program. Several DHS Trauma Hospitals offer pedestrian safety classes for students, and distribute incentive safety items such as helmets and reflective back packs.

Suggested Routes to School

School-aged children are particularly vulnerable in the case of a collision. To enhance the safety of school-aged children and their parents, DPW has maps of suggested walking routes to schools that identify suggested crossings and prioritize routes that include traffic controls. These maps are updated periodically with changes, such as new crossing guard locations.

Motorcycle Riders

CHP works to reduce the number of motorcycle-involved collision deaths and injuries through a combination of increased enforcement in areas with high incident numbers and motorcycle education and awareness. Through the grant funded “Have a Good Ride” program, CHP conducts motorcycle education classes, training approximately 60,000 riders per year across California at over 100 training sites. CHP also conducts public safety announcements via Internet, radio, and movie theaters during Motorcycle Safety Awareness Month (May), other motorcycle-heavy holidays (Memorial Day and Fourth of July), and designated motorcycle events. Messages focus on speeding, improper turning, and driving under the influence of alcohol and/or drugs.

Child Passenger Safety

Ensuring children are properly restrained can reduce injuries and fatalities during a collision. DPH funds agencies to host two-hour child passenger safety workshops on how to correctly install a car seat. The workshops are available in English and Spanish every month, and free or low-cost car seats are given to families that show proof of hardship. Funding for this program is based on citation fines. DPH intends to pursue Office of Traffic Safety grants to expand the program. DPH has also highlighted a need to provide ongoing child passenger safety education to the County workforce, especially those that transport children. DPH staff recently started collaborating with the Department of Children and Family Services to ensure staff that transport children are trained on best practices in child passenger safety. Since January 2016, approximately 500 newly hired social workers and human service aides have been trained.

CHP also has a Child Passenger Safety Program which includes child passenger safety check-up events to promote correct usage of child restraint systems; inspection of child passenger safety seats; educational classes at daycare centers, preschools, and elementary schools; and distribution of child passenger safety seats to people in need. In addition, CHP certifies personnel as child passenger safety technicians through training courses. Additionally, DHS Trauma Hospitals also provide child passenger safety classes and checks on a quarterly basis.

Enforcement

Directed Traffic Enforcement

CHP is responsible for traffic enforcement on unincorporated Los Angeles County roadways; the Sheriff's Department is responsible for traffic enforcement in 42 contract cities within Los Angeles County, many of which border unincorporated areas. The Sheriff's Department and CHP work collaboratively to conduct targeted traffic enforcement based on community concerns and data analysis identified by County departments, such as DPW.

Impaired Driving

Both CHP and Sheriff's Department target impaired driving as part of regular traffic enforcement duties. The Sheriff's Department conducts DUI checkpoints, locations where officers stop vehicles at designated locations to ascertain whether drivers may be under the influence of drugs or alcohol. This program is typically funded through grants and/or local jurisdiction funds. In 2017-2018, the Sheriff's Department has funding to do checkpoints, saturation patrols, and additional DUI enforcement in 17 contract jurisdictions. The Sheriff's Department has found DUI checkpoints to be an effective enforcement and education approach. Compliance rates have increased over time, and anecdotally, officers have observed an increase in use of rideshare services like Uber and Lyft. Using grant funding, CHP is currently conducting DUI/Driver's License Check Points throughout Los Angeles County communities, as well as traffic safety presentations at public venues in unincorporated areas that focus on the dangers of impaired driving.

Seatbelt Use

Increasing seatbelt use among all passengers in a vehicle can help reduce the likelihood of an injury or fatality in a collision scenario. The Sheriff's Department engages in "Click it or Ticket" enforcement in contracted incorporated cities. If the driver or passengers in a vehicle are not wearing seatbelts, officers can issue a citation. Enforcement of seatbelt use is conducted as part of general traffic enforcement duties. The "Click it or Ticket" campaign has a statewide and national presence. CHP plans to participate in the "Click it or Ticket" campaign by conducting a well-publicized statewide seat belt enforcement from May 22 to June 4, 2017, focusing enforcement in low compliance areas throughout California.

Collision Response

CHP responds to collisions on unincorporated County roadways. CHP Officers are responsible for completing incident reports, coordinating with other agencies, and clearing the scene of a collision.

Automated Red Light Photo Enforcement

DPW operates automated red light photo enforcement at several signalized intersections in unincorporated areas that have high rates of collisions caused by red-light running. DPW continues to

monitor and identify signalized intersections to identify those that no longer need photo enforcement and also those that may benefit from it. CHP plays a key role in the success of the Automated Red Light Photo Enforcement Program, as it is responsible for the review of photos, approval of citations, checking time and speed charts, and appearances in court.

Adult Crossing Guard Program

The County's Office of Education operates an Adult Crossing Guard Program, which assigns crossing guards for elementary and middle school-aged pedestrians at locations that meet Board-approved criteria. DPW conducts traffic studies based on requests by local school districts and other entities within the unincorporated areas to determine whether crossing guard services meet the minimum criteria. Currently, there are approximately 220 locations in County unincorporated areas that are serviced by crossing guards.

Speed Enforcement

DPW conducts Engineering and Traffic Surveys for unincorporated roads. According to the California Vehicle Code, there must be a current Engineering and Traffic Survey in order to legally use radar for speed enforcement. These surveys establish the appropriate speed limit and must be updated every seven years. Currently, nearly 200 radar routes exist to assist CHP in speed enforcement. In addition, DPW has several radar speed trailers that build driver awareness of the speeds at which they are traveling in order to discourage speeding. These are deployed temporarily at key locations throughout unincorporated areas of the County.

Engagement (Community Outreach & Communications)

Monthly Awareness Campaigns

CHP conducts awareness campaigns on a different topic each month; for example, April is Distracted Driving Month. CHP broadly distributes messaging through press releases, television and radio media interviews, video public safety announcements, and social media.

Freeway and Highway Changeable Message Signs

Transportation Management Centers (TMC) are control centers for California's urban freeway and highway systems and are operated in partnership with CHP and the California Department of Transportation. Real-time traffic information is gathered 24 hours a day from several sources, including electronic sensors in the pavement, freeway call boxes, and video cameras. TMCs operate changeable message signs along the freeways and highways. These signs provide helpful information, including road closures due to traffic collisions, inclement weather advisories, and traffic safety messages. In 2015, messages focused on speeding included: "Slow Down and Save a Life," "Slow for the Cone Zone," "Move Over or Slow for Workers - It's the Law," and "Fines Increased in Work Zones - Slow Down".

Community-based Law Enforcement

Officers from CHP and the Sheriff's Department participate in various community events and programs. These events serve as a way to build trust between law enforcement and the community, and as an opportunity to distribute educational materials. The Sheriff's Department participates in the Los Angeles County Bicycle Coalition's "Ask an Officer" events, where bicyclists can engage directly with Officers about bicycle safety and the rules of the road. CHP, Sheriff's Department, and local school police participate in events, such as International Walk to School Day, a day where students are encouraged to walk to school, and National Night Out, an annual community-building campaign that promotes police-community partnerships through block parties and festivals.

Engineering

Traffic Investigation Studies

Each year, DPW reviews approximately 1,200 locations in the unincorporated areas to ensure proper traffic signs, roadway markings, and signals are in place. These traffic studies are generated by requests from constituents who are concerned about traffic safety in their neighborhoods. After collecting and analyzing data, DPW's traffic engineers design and implement traffic controls, such as signs, speed humps, and traffic signals to facilitate traffic safety.

Evaluation & Data

As described in Part II, various County departments collect data on traffic safety and use this data in their own programs to guide implementation.

PART IV: RECOMMENDED STRATEGIES AND ACTIONS

A County Vision Zero initiative would draw upon the collective expertise and resources of multiple departments to address this major public health concern. The initiative would employ a data-driven approach, proven and innovative practices, and the synergistic alignment of efforts between departments. It would engage community stakeholders to develop targeted solutions and implement strategies for traffic safety education, engineering, and enforcement. The initiative would also evaluate results to gauge success and modify programs as necessary to optimize impact.

A successful initiative will require additional resources. Since the Board motion directing the development of this report, County departments collaborated on two grant proposals that, if awarded, would help fund several of the initiative's immediate strategies and actions listed below. DPW submitted a grant proposal to Southern California Association of Governments (SCAG) on November 18, 2016 requesting support for the development of a Vision Zero Action Plan. DPH submitted a grant proposal to SCAG on the same date requesting support for the development of a Vision Zero Communications Plan, as well as support for a press event to launch a Vision Zero initiative. If SCAG awards these grants, funding will begin in July 2017. Additionally, DPW has already been selected for a Highway Safety Improvement Program grant to conduct additional collisions analysis. County departments will continue to collaborate on opportunities to seek grant funding for traffic safety initiatives, such as those described in Appendix A. However, dedicated funding will be necessary to expand traffic safety efforts and project implementation beyond current County and partner efforts.

The strategies and actions below describe specific next steps that would support the County in moving forward with an effective Vision Zero initiative.

Develop a Vision Zero Steering Committee and partnership structure (February – May 2017). A Vision Zero Steering Committee is needed to guide the implementation of Vision Zero programs and work with the Board to secure long-term funding to achieve Vision Zero objectives. This steering committee should convene under the joint direction of DPH and DPW, and include LACFD, LASD, DHS, DRP, CEO, and CHP. A broader partnership structure should be created that includes regional stakeholders and community partners.

Collaboration with internal and external partners will help ensure a successful Vision Zero initiative. A first step will be to create a partnership structure that can guide the development and implementation of Vision Zero programs and help identify and leverage resources. Regional partners may include SCAG, the Los Angeles County Metropolitan Transportation Authority, and the City of Los Angeles. State partners may include CHP, Office of Traffic Safety, Caltrans, and the Department of Motor Vehicles. Key community partners may include trauma hospitals, the American Automobile Association (AAA),

Mothers Against Drunk Driving (MADD), the Los Angeles County Bicycle Coalition (LACBC), and other community based organizations. A key lesson learned from the City of Los Angeles is the need for a single point-person and agency to provide coordinate a broad group of stakeholders.

Develop a Vision Zero Action Plan (May 2017 – May 2018). A Vision Zero Action Plan for unincorporated Los Angeles County would identify specific engineering, enforcement, education, evaluation, and engagement strategies, along with timelines for implementation. Best practices from other jurisdictions indicate that having a completed Action Plan prepared before Vision Zero is publicly launched is critical. This allows for clear communication on the strategies and actions that will be prioritized to reduce traffic deaths and severe injuries. The Action Plan would be based on a literature and best practice reviews to identify effective strategies used by other jurisdictions. The Action Plan would target specific challenge areas (e.g. speeding), geographic areas (e.g. dense, urban areas) and demographic groups (e.g. young males) associated with concentrations of collisions involving fatalities and severe injuries in unincorporated areas. Development of the Action Plan would include outreach and engagement with community partners, County departments, partner agencies, and other stakeholders to seek input about the most effective strategies for reducing traffic deaths and severe injuries in unincorporated areas.

Prioritize interventions to address traffic fatalities; identify future analysis needs (February 2017 – ongoing).

Vision Zero programs are data-driven and aim to implement context sensitive solutions for specific problems. This requires a holistic picture that goes beyond collision records and incorporates additional quantitative and qualitative data. For example, engaging with community members may indicate that collisions are being underreported in a certain neighborhood, which may be further confirmed by reviewing hospital intake data and conducting additional community surveys. Without a multi-pronged data analysis approach, areas experiencing severe and fatal collisions may be left out inadvertently or proposed solutions may not be in line with other community goals. This points to several data needs:

- Incorporate data from other County departments and regional partners to develop a more complete picture of traffic safety. This could also include data models to further understand appropriate engineering or program countermeasures.
- Engage community partners to understand and “ground truth” traffic safety issues and collect qualitative data. This process will help validate existing data, identify additional data sources, and implement community-driven projects.
- Bring data experts and community experts together to prioritize types of analysis and an implementation approach. This involves a joint conversation among many partners to identify how data can be used creatively and applied to problem-solving.
- Consider long-term data collection needs for all modes of travel, such as bicycle and pedestrian volumes.

Develop metrics and targets (June 2017). To gauge the success of this initiative, measurable metrics and targets can be developed for the County, similar to those utilized by the California Strategic Highway Safety (CSHS). CSHS is a government-led statewide safety plan for reducing traffic fatalities and severe injuries on all public roads. The County should establish metrics and a monitoring system to ensure progress toward achieving these objectives.

Develop and implement a Vision Zero Communications Plan (July 2017 – December 2018). A comprehensive Vision Zero Communications Plan would position the County to effectively use a variety of innovative and culturally appropriate communication techniques aimed at behavior change around traffic safety. This Communications Plan would include the development of a Vision Zero website, public service announcements, branding, fact sheets, social and digital media, press kits, and talking points, and would include strategies for ongoing public education and outreach. Communications strategies could include leveraging existing media materials (e.g. from City of Los Angeles), as well as low-cost advertisement space on County bus shelters and bus circulars. The communications approach should reflect the diverse populations of Los Angeles County and address ways to reach audiences in a wide variety of geographies and languages.

Hold a press event to launch Vision Zero (June 2018). Once an Action Plan and Communications Plan are prepared and a website has been launched, a Vision Zero press event would help bring attention to the County’s multi-sector campaign to reduce traffic deaths and severe injuries, and highlight future traffic safety initiatives. The event could feature elected officials, department and agency directors, community-based organizations, and survivors of traffic crashes.

Develop a regional approach to Vision Zero messaging and strategy implementation (February 2017 – ongoing). The unincorporated areas are disparate “islands” that vary in geography, climate, demographics, and land uses. A campaign to reduce traffic deaths would be most effective if behavior change messages were well-aligned and coordinated across the region, especially given that unincorporated area residents travel widely as part of their daily lives. Coordinating the County’s Vision Zero messaging with those of the Los Angeles County Metropolitan Transportation Authority, SCAG, the City of Los Angeles, and other jurisdictions, would have the greatest influence on social norms and encourage behavior change. Similarly, the County’s engineering, enforcement, and education strategies should be implemented in close coordination with regional partners to increase success.

Develop a cross-agency legislative and policy strategy (January 2018 – ongoing). Strategies to address several traffic safety problems may require changes in State legislation. For example, automated speed enforcement, cameras that capture speeding and issue an automated citation, is not legal in California but has been shown to be effective in other states. The County could coordinate with other jurisdictions

and agencies to explore common legislative and policy solutions that would enhance traffic safety regionally.

Promote a culture of traffic safety within the County family (June 2018 – ongoing). Reducing traffic deaths and severe injuries requires community-wide awareness and behavior change, as well as an institutional focus on traffic safety. People driving, walking, bicycling, and riding motorcycles face choices every day, such as whether to speed while driving or use their cell phones while in a crosswalk. Likewise, County staff make choices that impact traffic safety when planning and designing communities, and when developing education and enforcement programs. The County could help to promote choices that prioritize traffic safety through messaging aimed at the County workforce in County newsletters and on department websites. Similarly, a broad, shared policy direction would help ensure all County Departments have the opportunity to promote traffic safety.

APPENDIX A - FUNDING OPPORTUNITIES

Jurisdictions typically fund their efforts through a combination of grant resources, general funds, and changing existing internal processes or programs to align more closely with the Vision Zero program. The summary below highlights potential sources of funding and their uses that the County could pursue to support a Vision Zero effort. The County already pursues these sources for other transportation and safety projects.

State Highway Users Tax

The State Highway Users Tax, commonly referred to as the gasoline tax, is the primary source of funds DPW uses for ongoing operation and maintenance of roadways, safety projects and programs, and transportation improvement projects. The County's gasoline tax revenues have dropped from about \$190 million in fiscal year (FY) 2014-15 to about \$150 million in FY 2015-16, and are projected to be only about \$144 million in FY 2016-17 and FY 2017-18. This downward trend is expected to continue without State legislative action.

Measure R Local Return

Measure R is a half-cent County transportation sales tax, passed in 2008. The County receives approximately \$13 million annually. The funds, which are administered by the Los Angeles County Metropolitan Transportation Authority, can be used for all types of roadway projects and some non-infrastructure programs, including those that promote traffic safety.

Measure M Local Return

Measure M was passed by voters in November 2016 and is another half-cent County transportation sales tax that will begin July 1, 2017. The funds will be administered by the Los Angeles County Metropolitan Transportation Authority. There is a local return portion of Measure M that will distribute a percentage of the sales tax collected to Los Angeles County starting September 2017. The County expects to receive approximately \$14 million annually. Allocations and eligible projects have not yet been specified in detail. The County expects traffic safety projects to be an eligible use of funds.

Highway Safety Improvement Program (HSIP)

This Federally-funded program is a component of the "Moving Ahead for Progress in the 21st Century Act (MAP-21)" and funds safety improvements. The program is administered by the State of California Department of Transportation on behalf of the Federal Highway Administration. DPW regularly applies for engineering projects through this source. Competitive projects are those that show high safety benefits (e.g. high crash reduction or modification factors) compared to project cost.

Office of Traffic Safety (OTS) Grants

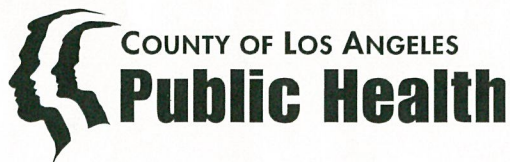
The State's Office of Traffic Safety (OTS) offers grants to address distracted driving, alcohol impaired driving, motorcycle safety, and pedestrian and bicycle safety. OTS grants are a primary source of funding for the programs administered by CHP and Sheriff's Department, which are described within the report. OTS grants are on a two-year cycle, and can be challenging to administer.

Active Transportation Program

The Active Transportation Program (ATP) is administered by the California Department of Transportation (Caltrans). The purpose of the ATP is to encourage increased use of active modes of transportation (walking and bicycling), among all ages, and aims to increase the safety and mobility of non-motorized users through non-infrastructure programs and engineering projects. To date, this grant has been administered annually. DPW and DPH have applied for this grant in the past, and DPW applies for it regularly to build projects that promote safety.

Southern California Association of Governments

The Southern California Association of Governments (SCAG) administers a Sustainability Planning Grant program, which funds planning and media campaigns related to active transportation, integrated land use, and green region initiatives (e.g. climate action plans, GHG reduction programs). The program provides direct technical assistance, rather than funds, which reduces the County's administrative burden. DPW applied for this program in November 2016 to support a media campaign and a Vision Zero Action Plan.



Attachment III



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March 16, 2017

TO: Each Supervisor

FROM: Barbara Ferrer, Ph.D., M.P.H., M.Ed.
Director, Public Health

Mark Pestrella, PE
Director of Public Works

SUBJECT: **REPORT BACK ON VISION ZERO MOTION (Item 41-B)**

On February 14, 2017, your Board approved a motion instructing the Departments of Public Health (DPH) and Public Works (DPW), in collaboration with other County departments and stakeholder agencies and nonprofit organizations, to: (1) implement the recommended strategies and actions described in the Vision Zero Report dated February 10, 2017, (2) establish a Vision Zero Steering Committee to coordinate and implement the initiative, (3) develop a Vision Zero Action Plan for unincorporated Los Angeles County, and (4) identify opportunities to secure long-term funding to sustain the Vision Zero initiative. The motion was approved as amended to include a report back with responses to questions from your Board.

To ensure that responses are based on best practices from other jurisdictions, as requested, meetings were conducted with representatives from the following organizations: City of Los Angeles Department of Transportation (LADOT), City of San Francisco Department of Public Health, and the national non-profit Vision Zero Network (VZN), which publishes briefs on best practices in Vision Zero implementation.

Prioritizing Safety with Existing Resources

Adopting a Vision Zero approach means acknowledging that business as usual is not enough and that systemic changes are needed in our traffic safety efforts to make meaningful progress. Central to this approach is the identification of potential safety problems on roadways and subsequent use of resources in a proactive and data-driven manner to implement solutions.

For transportation departments, this means using available resources to implement a capital improvement program that implements specific, data-driven safety improvements. For law enforcement agencies, enforcement efforts need to focus on the most dangerous traffic behaviors, such as speeding and driving under the influence. For education efforts, communication strategies need to target behaviors and populations most associated with collisions. Taken together, a new Vision Zero initiative can be initiated by shifting and better coordinating available resources for a more intentional safety focus.

Vision Zero Program Scope

Your Board requested information about the scope of the County's Vision Zero program and the total budget being allocated in terms of staff, communication plan, and corrective actions. A description of the program's general framework scope and resource needs are provided below. Because the County's Vision Zero effort is still in its preliminary stages, precise resource needs are not yet fully identified. Strategies prioritized in the Action Plan described below will inform the long-term budget needed. While departments will pursue every opportunity for grant funding, achieving reductions in traffic deaths and severe injuries may require additional County investments over the long term. It is likely that these costs will be offset by savings to the County associated with the prevention of traffic deaths and injuries, such as savings in medical costs, emergency services, legal and court costs, and congestion costs. According to the California Strategic Highway Safety Plan 2015-2019, the annual economic cost of fatalities and severe injuries in Los Angeles County as a whole is estimated at \$1.3 billion.

Vision Zero Action Plan: The Action Plan will prioritize engineering, education, engagement, enforcement, and evaluation strategies and identify responsible parties, benchmarks, and timelines for achieving progress. County departments have secured grant funding to assist in developing the Action Plan. In addition, relevant departments will be dedicating staff to participate in the planning effort.

Vision Zero Communications Plan, Public Launch, and Media: Crafting an effective communications campaign that leads to real behavior change is complicated and requires a deep understanding of the steps people and communities will need to take to shift perceptions and actions. The Vision Zero Communications Plan will include innovative and culturally appropriate communication techniques and will position the County to launch Vision Zero publicly. A continuous online and media presence will help build awareness of Vision Zero and support culture change. A successful communications strategy will coordinate the campaign and messaging with other regional traffic safety partners such as the California Highway Patrol (CHP), Los Angeles County Metropolitan Transit Authority (Metro), Southern California Association of Governments (SCAG), the City of Los Angeles, and others.

Data Analysis for Project and Program Prioritization: Vision Zero is a data-driven initiative. Many sources of data must be combined (including CHP, hospital, and emergency medical services data) and considered to develop effective programs and projects and to achieve a more complete picture of traffic safety issues. As the region continues to change, collision patterns and concentrations will change. Consistent and iterative data analysis will be imperative to ensure we are allocating resources effectively.

Infrastructure Improvement Identification, Design, Implementation, and Maintenance:

Dwindling dedicated resources for infrastructure projects present challenges to implementing existing projects, much less new Vision Zero projects. Dedicated funding for infrastructure project identification, design, implementation, and long-term operations and maintenance would allow the County to set realistic targets for safety improvements (e.g., implement a certain number of traffic safety projects annually).

Community Engagement and Community-Based Organization Support: Behavior change can only be achieved by building awareness among residents. Investments in long-term community outreach and engagement will allow us to develop more authentic relationships and culturally relevant materials. Furthermore, effective engagement and buy-in from community partners will allow safety projects, such as infrastructure improvements, to be promoted and more effectively implemented.

Program Expansion and/or Development and Implementation: Currently, the County and its partners have education, enforcement, and evaluation programs that support traffic safety goals. Some are implemented through competitive grant funds and others have dedicated funding. Through best practices research, the County and its partners will identify opportunities to expand the reach of our most effective programs and, as needed, develop new programs.

Dedicated Staff in Departments and Partner Agencies: Lead staff from each partner department or agency will be necessary to implement the Vision Zero Action Plan and sustain the initiative. Staff are needed to convene, facilitate, and organize meetings; coordinate County staff and regional and community partners; oversee communications efforts; develop and implement programs and action plans; identify, design, and implement infrastructure improvements; collect, analyze, and maintain high-quality data and communicate this information across a diverse body of stakeholders; and engage in and oversee community outreach.

Grant Writing and Administration: County departments have and will continue to seek grant funding sources to support traffic safety efforts, public education and outreach, and enhanced enforcement. This requires dedicated staff time to pursue and administer grants to support all program activities.

Potential Revenue Streams to Support Vision Zero

Your Board requested information about potential ongoing revenue sources for the County's Vision Zero initiative. DPW has identified the following opportunities for financing the County's Vision Zero efforts.

Senate Bill 1: If enacted, the bill would provide an additional \$200 million in annual funding to the County for the first 3 years for the repair and preservation of streets and roads, safety enhancement projects, active transportation, and other general transportation infrastructure needs. This is the most promising opportunity for continuing long-term financing for staffing and implementation of Vision Zero initiatives.

Measure M: This measure is the new half-cent transportation sales tax approved by Los Angeles County voters in November 2016, which allocates approximately \$3.5 billion over 40 years to Metro and the County's subregions for various active transportation, first/last mile, complete

streets, and modal connectivity programs and projects. Measure M does not provide for a specific formula allocation of these funds to the County or cities. However, through its presence and participation in essentially all of the subregions, the County will be well-positioned to advocate for funding of eligible projects that incorporate Vision Zero initiatives.

Grant Funds: The County will continue to apply for various competitive grant programs to support Vision Zero, such as those offered by the State's Highway Safety Improvement and Active Transportation Programs. Grant funds are available for public education and outreach efforts, and potential sources include the State Office of Traffic Safety and SCAG. General funds may be needed for any local matches required by these grants. In addition, grant funds will be sought to support ongoing coordination of the Vision Zero initiative within the County.

County Transportation Funds: Ongoing funds eligible to staff to implement Vision Zero initiatives include Road funds (gas tax), Proposition C Local Return (with nexus to transit), Measure R Local Return, and Measure M Local Return for which revenue begins in FY 2017-18.

The County's Road funds, Proposition C Local Return, and Measure R Local Return funds are currently fully committed to ongoing operation, maintenance, and safety programs critical to the quality of life in unincorporated communities and to Supervisorial District Transportation Improvement Program (TIP) projects. Due to the steady decline of the County's gasoline tax revenues from \$190 million in FY 2014-15 to a projected \$143 million in FY 2017-18, DPW has had to defer \$74 million in previously planned TIP projects and place a heavier burden of TIP financing on the limited Proposition C and Measure R Local Return funds and future Measure M Local Return proceeds. Further, Measure M has a requirement that local agencies contribute 3 percent of the cost of the new Measure M transit lines in their jurisdictions. The County's obligation for this is estimated to exceed \$62 million through year 2029.

Vision Zero Budget Allocations in the City of Los Angeles

Vision Zero jurisdictions take a combination of approaches for funding, including both dedicated annual funding and grant funding. Approaches to start-up costs vary across jurisdictions.

In the City of Los Angeles, the LADOT initially assigned Vision Zero to existing engineering staff, but soon after hired a Principal Project Coordinator to lead the initiative full-time. The Principal Project Coordinator previously led the Mayor's Great Streets Initiative, had experience leading cross-departmental efforts, and was given authority to work with other department directors to incorporate Vision Zero into their existing work.

The City of Los Angeles 2016-2017 budget dedicates \$3.6 million for Vision Zero projects, programs, and staff salaries. These funds were allocated through an innovative inter-departmental budget process within several months of publicly launching Vision Zero.

The City of Los Angeles 2016-2017 Vision Zero funds are being distributed as follows:

- \$2.5 million to LADOT: Continuous funding for six Vision Zero staff, street maintenance, safety improvement projects, and speed zone survey work on the City's high-injury network.
- \$264,000 to Bureau of Engineering (BOE): Engineering design and survey work and staff to manage safety projects on the high-injury network.

- \$316,000 to Bureau of Street Lighting (BSL): Staff and street lighting projects along the high-injury network and at top 50 schools in the Safe Routes to Schools Program.
- \$500,000 to Bureau of Street Services (BSS): Construction of safety improvements, such as pedestrian refuge islands, and installation of curb ramps.

The City's current Vision Zero budget is also supplemented by the following grant funds:

- \$500,000 from the California Office of Traffic Safety for Vision Zero Education and Outreach
- \$1 million from the California Active Transportation Program for a Vision Zero Education Campaign, which is part of a larger \$2.2 million Safe Routes to School Education Programs grant
- \$400,000 from SCAG for ongoing education and outreach campaign activities

Location of County Vision Zero Efforts

Your Board sought information on where the County's Vision Zero initiative would be located, within DPW or DPH, and how other jurisdictions have approached this issue. Vision Zero requires multiple sectors to come together to share and use data consistently, define clear responsibilities, break down silos, participate in joint decision making, develop shared objectives, and unite behind common goals. Fostering a sense of shared ownership for Vision Zero outcomes is necessary for success. In this sense, each involved agency must play a lead role.

As the County's transportation agency responsible for building and maintaining unincorporated area roadways, DPW must play a leading role in this initiative. Vision Zero is based on the understanding that the speed at which pedestrians, bicyclists, or vehicle occupants are struck is the fundamental factor in the severity of injuries sustained. As current law prohibits agencies from arbitrarily setting or lowering speed limits, the County's expanding transportation system must be designed to discourage speeding and additional roadway features must be incorporated into our existing roadway networks to promote safe behavior and protect human life. DPW has developed a Collision Geodatabase capable of mapping locations where traffic collisions have occurred and identifying hot spots experiencing high concentrations of collisions. For these reasons, strong leadership from DPW is paramount.

As the County's public health agency, DPH's mission is to protect lives and promote health. DPH staff members are trained in conducting population-level analysis and surveillance and in collaborating with a wide array of stakeholders, such as local jurisdictions, regional agencies, and community stakeholders. DPH regularly plays the role of "backbone organization" on efforts requiring multiple sectors to commit to a common agenda to solve a specific health or social problem. Effective backbone support includes guiding vision and strategy; convening, facilitating, and coordinating meetings and aligned activities; establishing shared measurement practices; building public will; advancing strategic policy; and mobilizing funding. DPH staff have extensive experience leading such cross-sector initiatives. For these reasons, strong leadership from DPH is also paramount.

DPH and DPW recommend basing the Vision Zero Initiative leadership structure on the City of San Francisco's model. In San Francisco, the transportation and public health agencies co-lead the City's Vision Zero Task Force and have worked together to identify resources to fund the

initiative's activities. San Francisco's agencies credit this partnership with providing essential leadership in breaking down silos and advancing Vision Zero programs.

Another key lesson learned from other jurisdictions is the need for a single point-person and agency to coordinate the initiative. Therefore, DPW will allocate existing engineering staff to serve as the initial County Vision Zero Coordinator. As the initiative progresses, additional resources for dedicated Vision Zero staff may be required.

Partnering with Neighboring Cities

Your Board has requested a status update on collaborative efforts with "hot-spot" cities and how we can leverage our resources in partnership with these cities.

Existing Relationships and Resources

Many County departments are currently working with our local jurisdictions in different capacities that could be leveraged for the Vision Zero initiative.

Chief Executive Office: Has general services agreements with all cities within the County except for the City of Los Angeles. These agreements provide a mechanism for the cities to contract with County departments for services

DPW: Provides traffic advisory services to some contract cities under the general services agreements. Local jurisdictions can pay DPW to provide engineering design service support for a project in their own jurisdiction. In addition, DPW often works with jurisdictions that border unincorporated communities on project development and scoping. DPW also participates in regional groups where other jurisdictions have a presence, including Metro's Streets and Freeways Committee, Subregional Councils of Governments (COGs) meetings, and others.

DPH: Provides pass-through grant funding and technical assistance to County jurisdictions for a variety of health-focused initiatives, including active transportation planning; policy efforts related to tobacco prevention, nutrition education, and access to healthy foods; and organization of emergency response and communicable disease response. DPH serves as the Public Health Department for 85 of the 88 incorporated cities in the County, excluding Long Beach, Pasadena, and Vernon, and also works regularly with community-based organizations across the County. DPH is currently working closely with the City of Los Angeles on its Vision Zero Initiative.

CHP: Provides traffic enforcement services to unincorporated area communities, but also provides services and implements educational programs targeting other Los Angeles County jurisdictions.

Sheriff's Department: Provides crime enforcement services to unincorporated areas. For certain contracted incorporated jurisdictions, the Sheriff's Department provides both crime and traffic enforcement services.

Department of Health Services: Provides hospital services for all of the County, including residents of incorporated cities.

Fire Department: Provides services for unincorporated communities, and also provides fire services to additional Los Angeles County jurisdictions on a contract basis.

Leveraging Resources and Partnering

The County already collaborates with other jurisdictions and intends to continue doing so within the Vision Zero initiative. Several Los Angeles County jurisdictions have moved ahead with their own Vision Zero initiatives and can provide lessons learned and resources, such as media campaigns and project linkages. These jurisdictions include Los Angeles, Long Beach, and Santa Monica.

In order for the County to effectively promote Vision Zero broadly and provide supportive services to other jurisdictions, it must focus initially on creating a broader understanding of Vision Zero among County departments, establishing cross-agency/departmental relationships, institutionalizing approaches, and identifying short- and long-term resources for an unincorporated area effort. Once the County has a well-articulated and understood Vision Zero plan and has built broader relationships with existing Vision Zero cities and regional agencies, it will be in a better position to support other cities in traffic safety efforts.

Future opportunities where the County could play a supportive role include:

- Providing countywide data gathering and analysis services
- Designing regional projects that traverse multiple jurisdictions
- Providing creative concept material for use by incorporated jurisdictions
- Speaking at Subregional Councils of Governments to emphasize a traffic safety lens in project identification, development, and implementation
- Hosting learning opportunities for local jurisdiction staff, such as trainings and webinars
- Coordinating enforcement efforts more closely (e.g., Driving Under the Influence (DUI) Checkpoint deployment)

Summarizing Data

Your Board requested information about further geographic breakdown of persons who have been killed or severely injured in unincorporated areas. As the County moves forward with Vision Zero, it may be useful to sort data by certain communities or geographic areas, such as Service Planning Areas, within which disproportionately high levels of collisions have occurred. Currently, the DPW's Vision Zero GIS Application includes point-specific collision data that can be grouped in a number of ways, such as primary collision factor, involved parties, mode of travel, and gender. Boundary data could be added to this application in the future, as needed, to help define next steps in program development, implementation, and resource allocation.

We will develop an annual progress report to your Board on Vision Zero implementation, including trends in traffic deaths and severe injuries, the status of our Vision Zero Action Plan, and a description of detailed resource needs. If you have any questions or need additional information, please let us know.

BF:ja

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

